

LIFE



HAROLD E. STASSEN

MARCH 1, 1948 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



It's here! **KELVINATOR'S AMAZING NEW** "Automatic Cook!"

Mmmm! It's wonderful! And it's Kelvinator, of course... the new miracle range that ends oven-watching—gives you more leisure hours *out of the kitchen!* Just think... it cooks whole meals while you're miles away—frees you for afternoons on end!

Look! Eyes center... there's the "Automatic Cook," the "brains" of the range. You just set it and forget it... and off you go for an afternoon's fun—come home to a perfect dinner! And see that brilliant new control panel? Now all controls are where they belong—right before your eyes where they're easy to read, easy to reach!



Look! Here is another stroke of genius—the versatile Scotch Kettle. It's thrifty. It stews, steams, bakes, deep-fat fries. And now... when you need extra surface cooking space, you simply lift up the unit underneath the kettle... and presto!... you have a 4th surface unit! This, too, is Automatic Cook controlled. That's your new "Up-Down" unit—that's Kelvinator! And if you like you can have a special pressure cooker that fits the "deep well"!

Look! Those new, improved "Electric-Fast" surface units give you *speedier* cooking—with



seven accurate controls from simmer to extra fast. And see that oven?



It's Kelvinator-big—holds a 25-lb. turkey with the greatest of ease! Pre-heats fast... gives you charcoal-like radiant heat broiling. Cooking's a joy with this new Kelvinator... and no luxury's been overlooked. There's even a controlled-heat warmer drawer... utility drawers roll at a touch on roller bearings. Yes! It's the wonder range of the year... see it now at your Kelvinator Dealer's!

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Kelvinator—of Course!

Here's the "brains"—cooks whole meals with no one—not even you—in the kitchen.

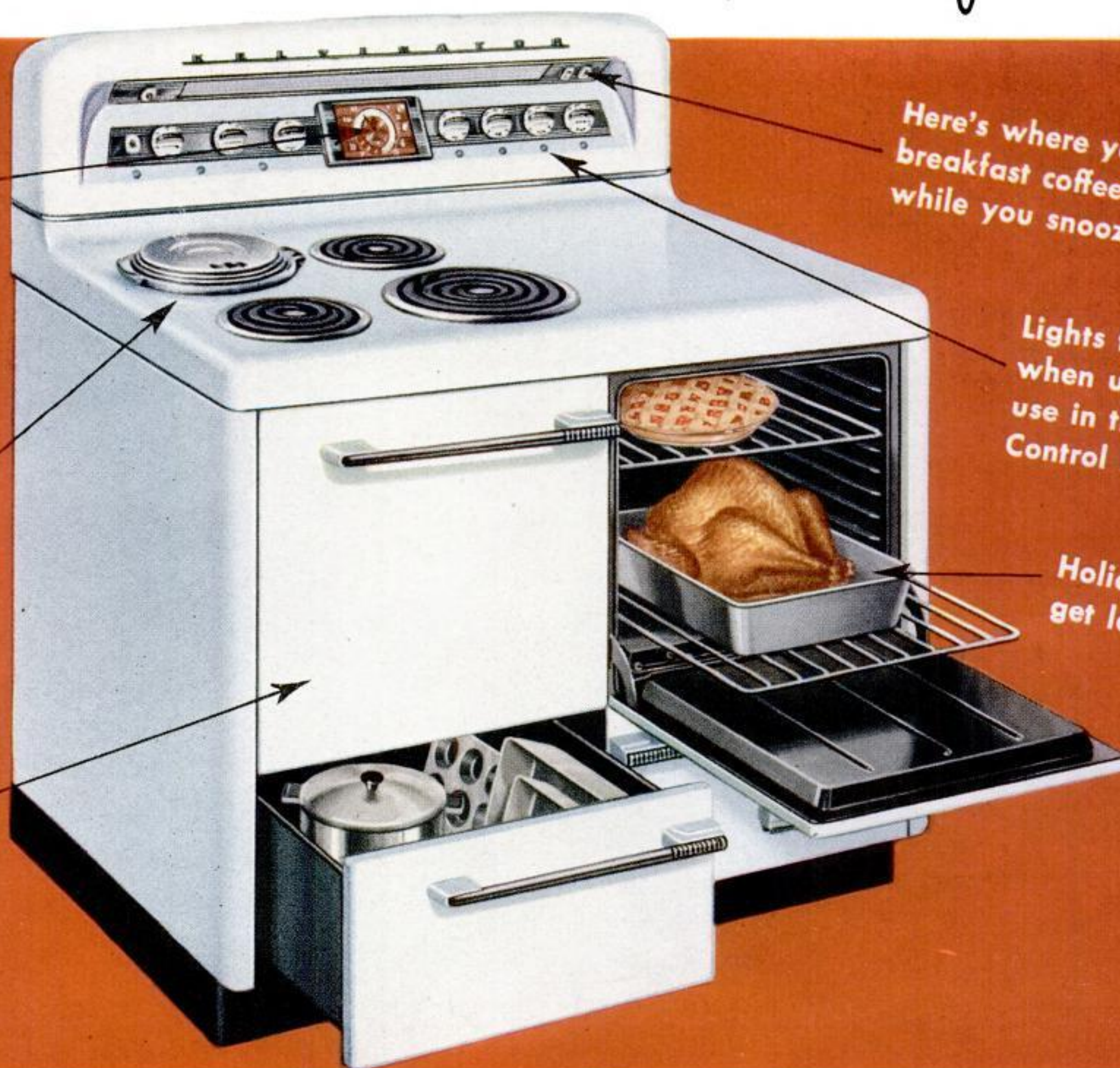
New! This is the "Up-Down" unit—Scotch Kettle, 4th Surface Unit... both in one.

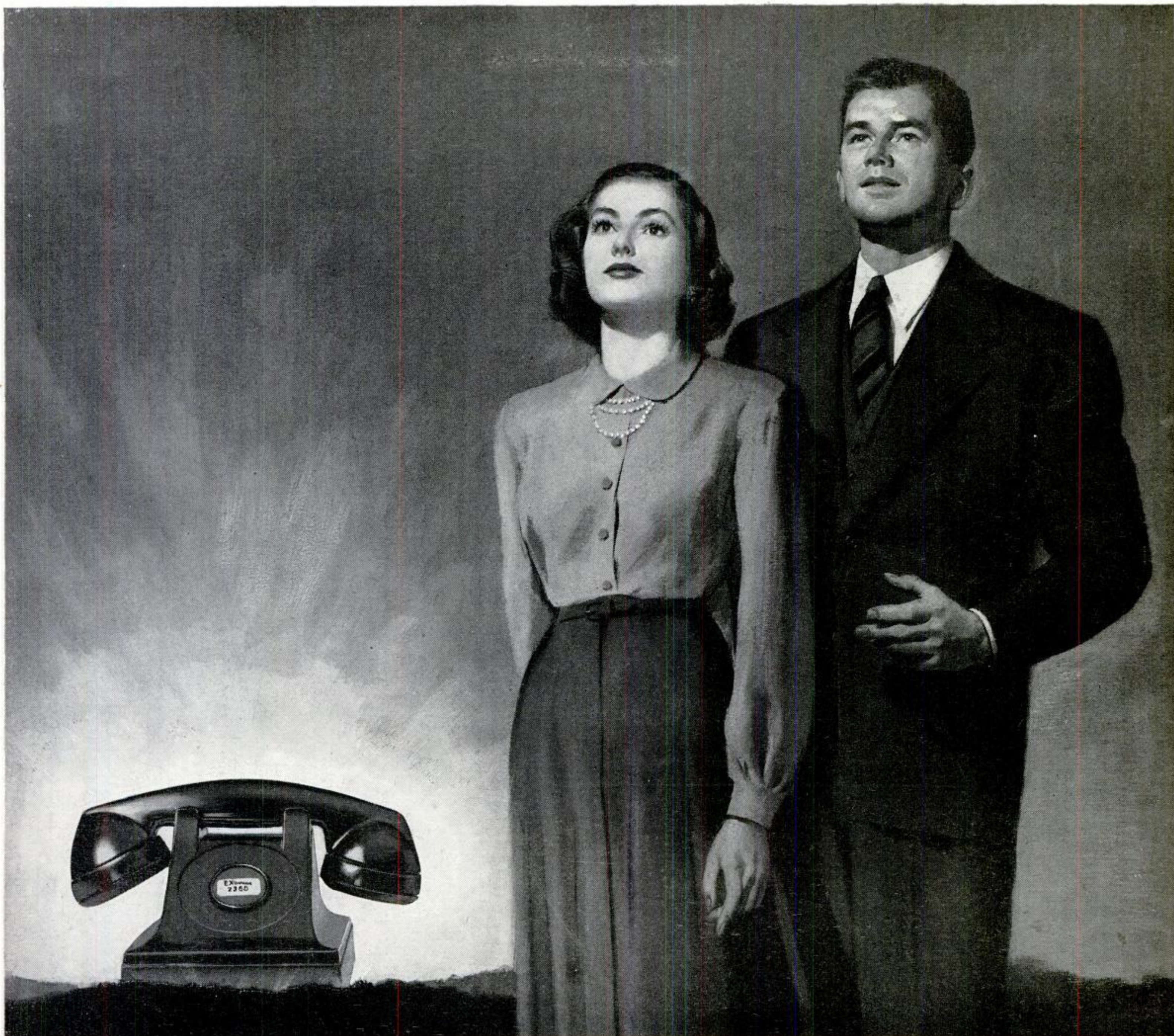
Dinner keeps warm here if friend husband misses the 5:15.

Here's where your breakfast coffee perks while you snooze.

Lights flash on when units are in use in the new Control Panel.

Holiday turkeys get lost in here.





"THE BEST IS YET TO BE"

The telephone will be seventy-two years old this year. Its development within a single lifetime has been a modern miracle. Yet it is only the beginning.

There are any number of men and women in the telephone business today—some just starting out—who will see greater progress than the past has ever known.

Year by year the next half century will be increasingly theirs. New leaders will appear from among them. Step by step, rung by rung, they will mount the ladder to the top. For telephone management is employee management and comes up from the ranks.

There will be more good jobs in the telephone business in 1958 and 1998

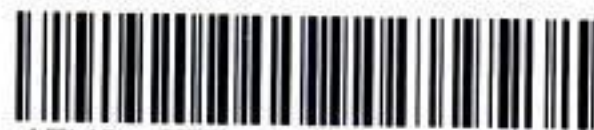
than now. It just can't help being that way. For of all the trades and professions there are few more interesting and necessary.

So the future is bright for those who work for the telephone company, for those who use the telephone and for those who have faith in its growth and development. "The best is yet to be."

BELL TELEPHONE SYSTEM



This One



4FW2-JT7-JES0



Awful Pretty can get Pretty Awful

It was a love of a dress—before washday.

But terrible things can happen (and they did!) when a cotton is led to water—when it isn't marked "Sanforized."

Better look for that trade-mark on the label of every cotton dress you buy. "Sanforized." "Sanforized." "SANFORIZED." See that trade-mark with your own two eyes, and you'll be sure you're safe from shrinkage—the fabric won't shrink more than a trifling 1%!

•SANFORIZED•

Trade-Mark of Cluett, Peabody & Co., Inc.

*The style will never shrink away
from the dress with "Sanforized" on the label!*

The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked by the owner of the trade-mark to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.

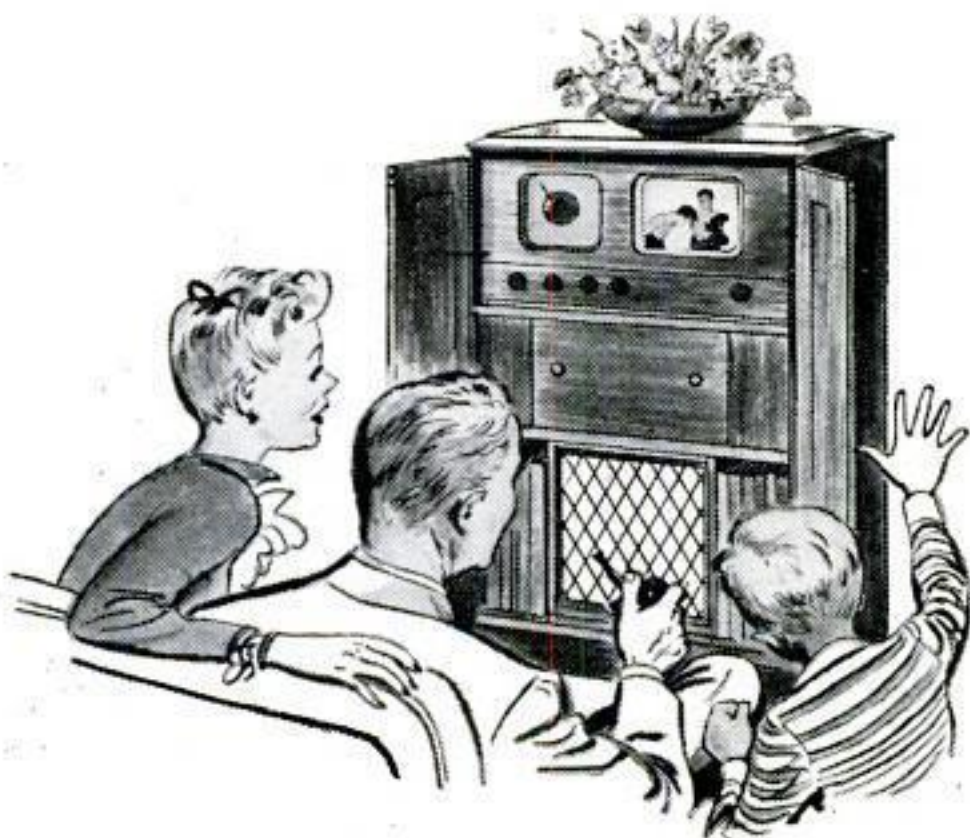


TELEVISION



Copyright 1948—General Electric Co., Syracuse, N. Y.

Only the referee is closer—and he has to stand!



A COMPLETE ENTERTAINMENT CENTER

No wonder these G-E television receivers are so popular. They bring you television, FM-AM radio, and phonograph—all in one space-saving cabinet.

You're the "fourth man" in the ring, yet snug and relaxed in your easy chair at home. G-E electronic television puts you close-as-the-curtain at any show, any time. You and your guests are right up front at sports, news, drama—at a whole new world of entertainment, the year 'round.

Those big, sharp, cleanly focused pictures climax 20 years of General Electric pioneering research in television. Exclusive advantages, like longer-range reception and the G-E automatic clarifier that assures *natural clarity*, distinguish these great G-E television receivers. Today, only General Electric produces and operates all types of television units—studio equipment, transmitters, micro-wave relays for television networks, as well as home television sets. You'll be happier tomorrow if you select G-E television today.

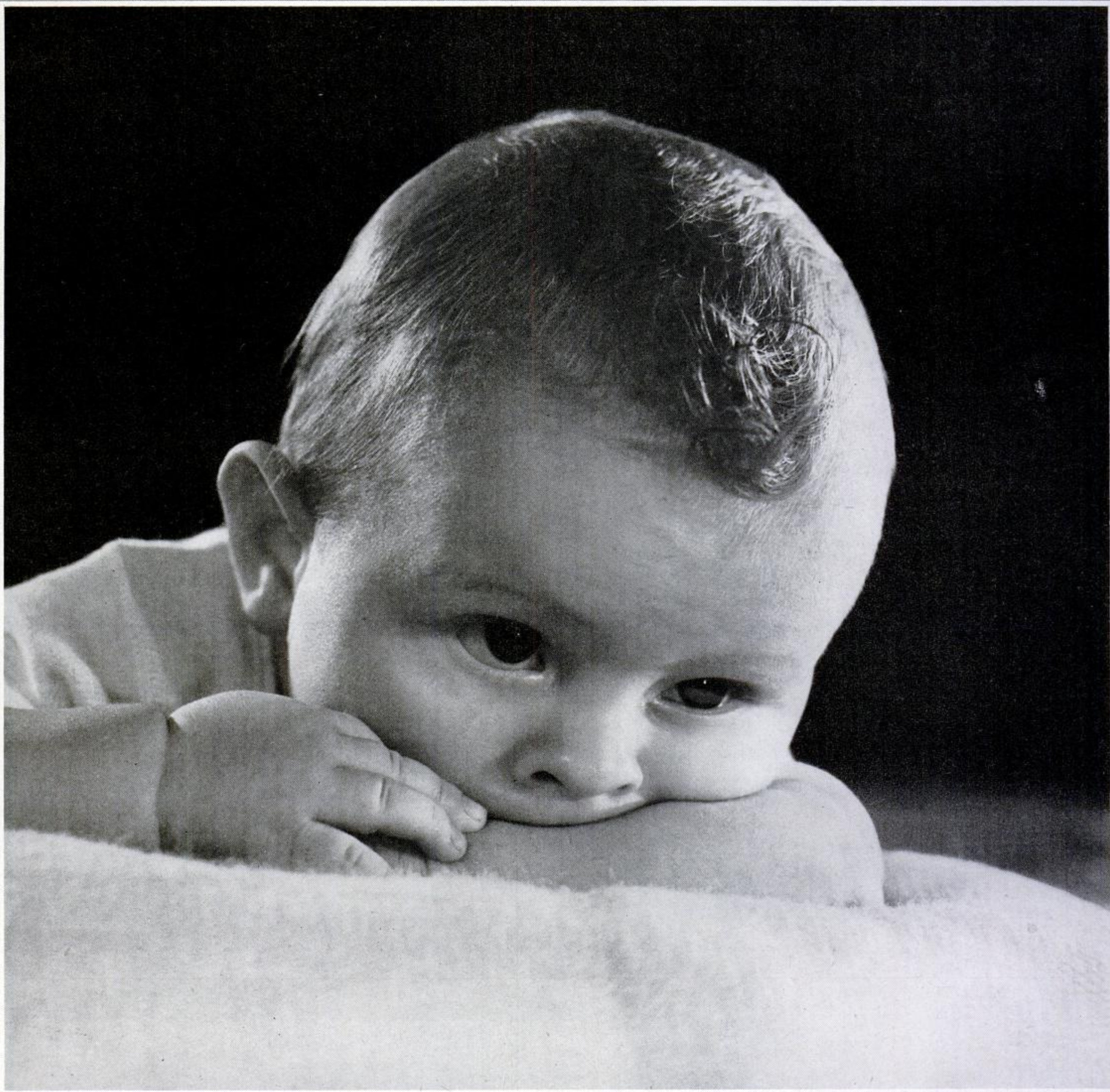
LEADER IN RADIO, TELEVISION AND ELECTRONICS

General Electric Company, Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

174-G2

ELECTRONIC TELEVISION



Get better pictures this week!

It's easy to improve your pictures!

One important way is to buy the film experts use . . . *wide-latitude* Ansco Film.

"Latitude" is a word experts use to describe the ability of a film to yield *good* pictures even when the exposure isn't exactly right.

And when we say Ansco Film has *wide latitude*, we mean that it has a *superior* ability to give you good pictures from questionable exposures.

This week, load up with Ansco Film, steady your camera . . . and just see what happens! Ansco, Binghamton, N. Y.

ASK FOR **Ansko** FILM & CAMERAS
A DIVISION OF GENERAL ANILINE & FILM CORPORATION



Ansco Reflex—
America's Finest
Twin-Lens
Camera

Better than breakfast in bed!

Don't be a same-old-thing cook another morning! Add a little imagination to breakfast tomorrow—just add any one of the grand Armour Star Pantry-Shelf Meals you'll always have on hand if you're smart. See how quickly breakfasts like these get the family to the table—and how they wake up yawn-

ing appetites! Such good-lookin' cook-in' beats even the lazy luxury of breakfast in bed—and the low cost of these fix-easy meats beats your budget back into shape, too! Start tomorrow right with your pick of Armour Star Pantry-Shelf Meals—and pick another equally delicious one for lunch or dinner!



They're all Armour Star

Pantry-Shelf Meals!



Egg-Crowned Hash. Crown your efforts to put a welcome difference into breakfast with success—and poached Cloverbloom eggs! The extra-meaty, extra-flavorful Armour Star Corned Beef Hash well deserves regal treatment. Cut the hash from each of 2 tins into 3 thick slices and broil in shallow pan—in 10 minutes it's time to start some mighty good eating!



Deviled Ham Nests. Be a little devilish with your breakfast menu for a change—make piping hot nests of scrambled Cloverbloom eggs on toast squares and fill them full of Armour Star Deviled Ham. You don't have to do a thing to this delicious all-ham spread but warm it up. Or even leave the ham cold—it's grand that way, too! One tin serves four or five.



Buttered Ham 'n' Eggs. A dab or two of Cloverbloom Butter in the frying pan—that's the golden secret for melt-in-your-mouth ham and eggs! That's provided, of course, that the eggs are Cloverbloom and the ham is Armour Star Chopped Ham—the sugar-cured, pressure-cooked ham that's all ham, with nothing added but seasoning! No bone or waste either!

For additional recipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 233, Box 2053, Chicago 9, Ill.

The best and nothing
but the best is labeled

ARMOUR





TRIPLE-ACTION
MODEL 28



Exclusive! The famous Hoover Triple-Action cleaning principle. It beats . . . as it sweeps . . . as it cleans.*

Just a "click" and you're all ready for above-the-floor cleaning. Easy, efficient. No stretching for high-up places.



No trick to pick up dog hairs, lint, surface litter with the Triple-Action Hoover. Adjusts automatically to various rug piles.

A tool for every purpose—furniture, lamps, draperies. You stay fresh—your room comes clean. Tools in handy, easy-to-store kit.



TRIPLE ACTION!

The famous Triple-Action Hoover Cleaner—It beats . . . as it sweeps . . . as it cleans.* Stands up to you. Just guide it; see how easily and gently it cleans. Gets deep-down dirt. Keeps rug colors bright. Model 28, cleaner alone **\$69⁹⁵**
Cleaning tools in handy kit, **\$18⁰⁰**

The big name in cleaners **HOOVER** now offers two types of cleaners

*Reg. U. S. Pat. Off.

Yes, you can take your choice. Choose either the famous Hoover Triple-Action Cleaner or the new Hoover Cylinder Cleaner. Some women prefer one type, some the other. But all women prefer the Hoover 2 to 1 over any other make of cleaner. See the great new Hoover Cleaners at your dealer's now.

THE HOOVER COMPANY

North Canton, Ohio
Hamilton, Ontario, Canada

CYLINDER!

The new Hoover Cylinder Cleaner. Cleans by powerful suction. The most convenient cleaner of its type. Stores in small space. Handles at end and top. Dirt Ejector. Non-marking skids. Model 50, complete with cleaning tools, Mothimizer and sprayer . . **\$79⁵⁰**



No reaching for those high, hard-to-get-at places with Hoover's light, convenient extension tools.



Dirt under heavy cabinets, sofas and chairs is easily removed.

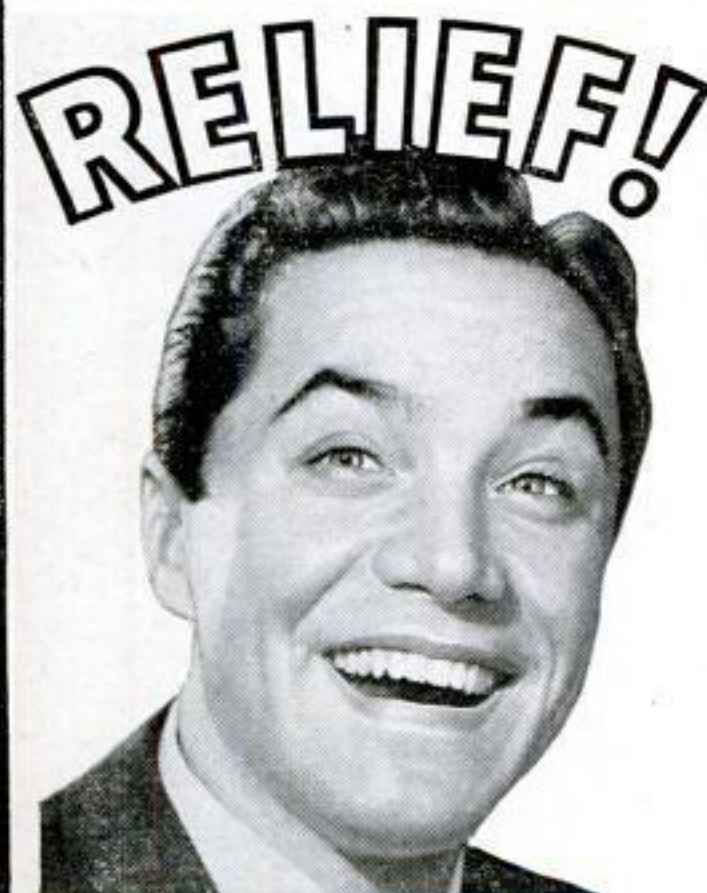
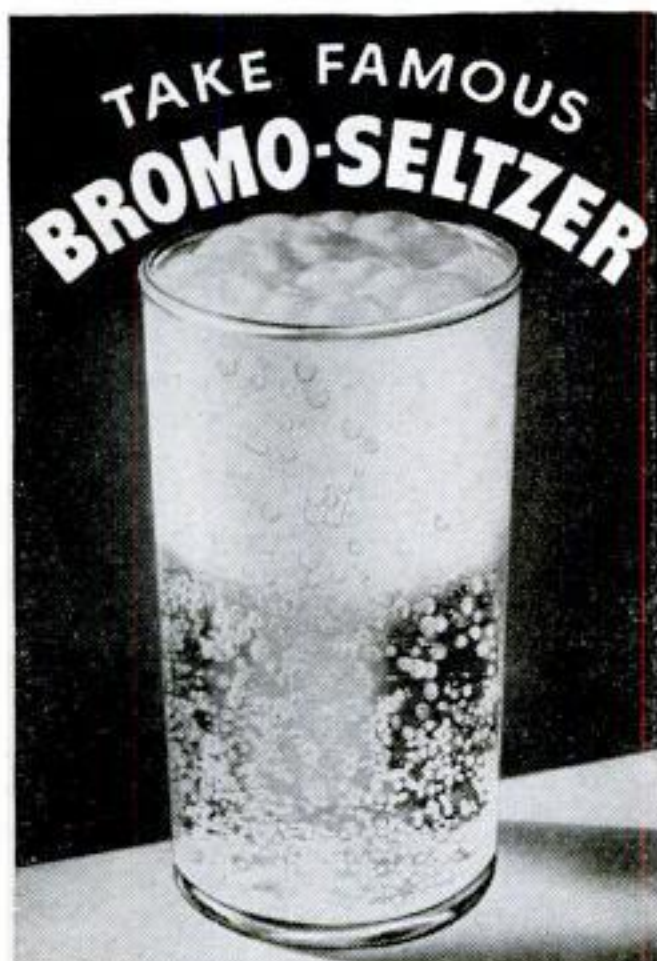
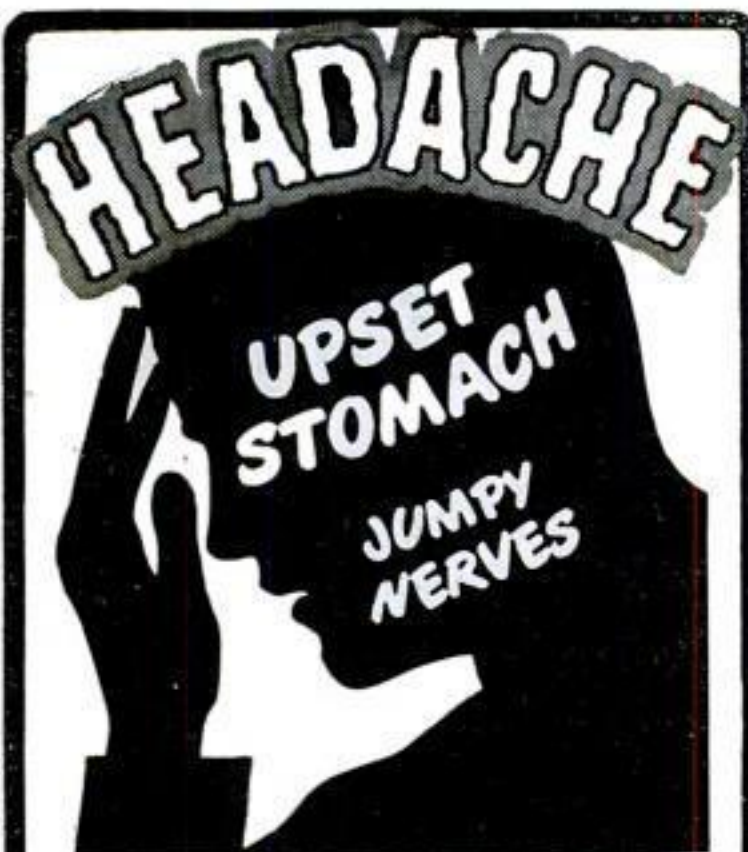


Dirt Ejector—just flick toe release. Dirt shakes out.

No stooping to attach or detach the hose.



CYLINDER
MODEL 50



Millions turn to Bromo-Seltzer when headache, upset stomach and jumpy nerves all strike at once. Because for many years, Bromo-Seltzer has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
 2. Relieves discomfort of upset stomach
 3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

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SPEAKING OF PICTURES...

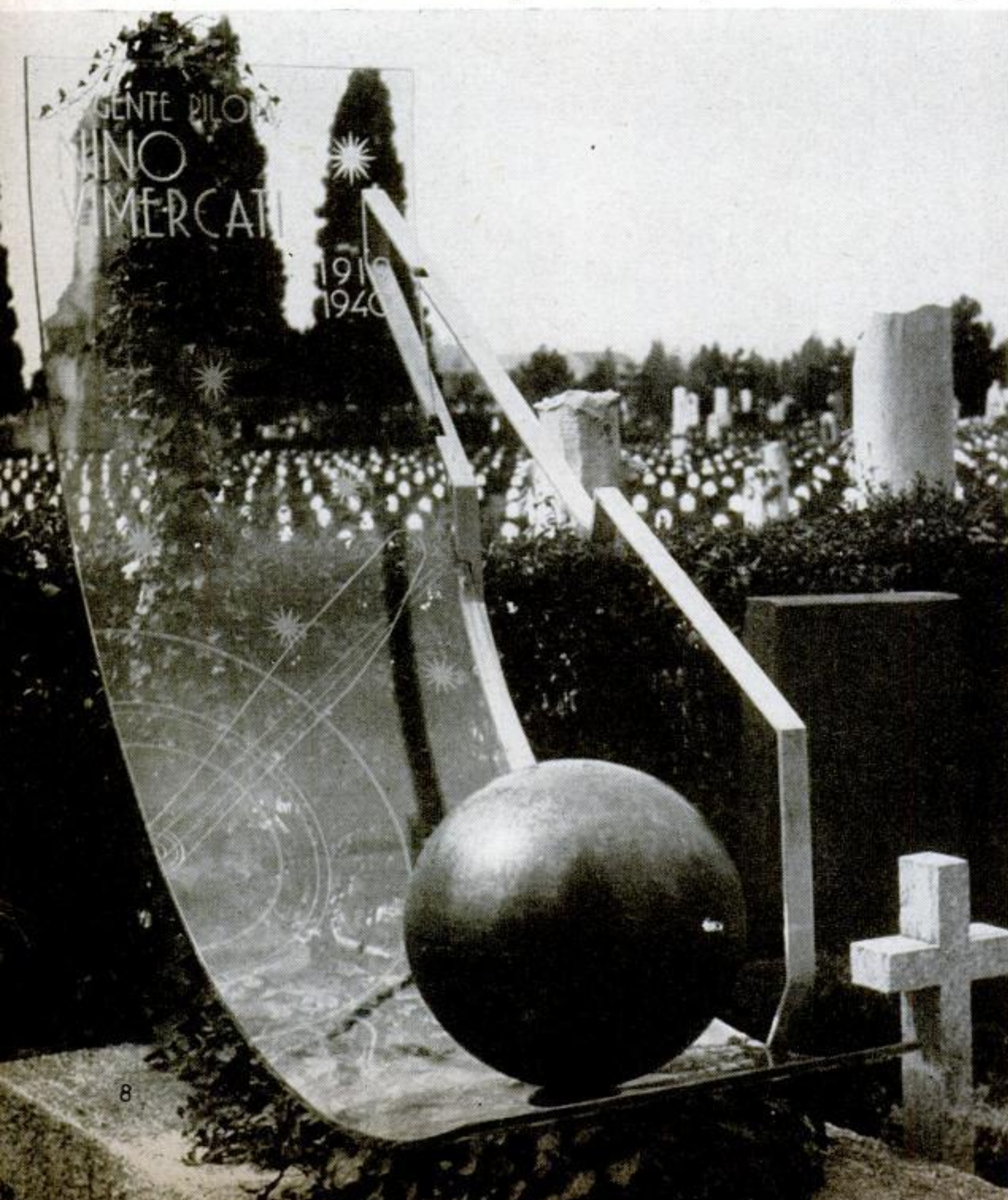
...ELABORATE TOMBSTONES SYMBOLIZE ITALIAN GRIEF

The fantastic statuary on these pages, all of it located in a cemetery outside Milan, gives eloquent evidence of the Italian penchant for displaying intense and imaginative grief. When Italians perpetuate the memory of their dead it is not uncommon for the chief mourner to have himself carved in stone demonstrating his woe for the world to see (*opposite page, bottom*). Some statues dip into mythology (*below*) for inspiration, others use esoteric designs (*below, left*), and all prove that death in Italy, as in many other countries, often is more expensive than birth.

Because its citizens indulge in such a custom Milan has gained a reputation for having some of the busiest monument dealers in the world. This may or may not be true, but it is certain that a good barometer of an Italian town's wealth is the comparative opulence of its burial grounds. Americans who question Milan's taste should bear in mind that it is certainly no more peculiar than that of Los Angeles' plush Forest Lawn Memorial-Park (*LIFE*, Sept. 29) or that of the Washington, D.C. undertaker who advertises "Beautiful Bodies by Chambers."



A FATHER'S LAST WORDS (*above*) are inscribed on his tombstone in a Milan cemetery by the cast-metal figures of his son and daughter. Below: a curved glass plate and a heavy iron ball make a futuristic design commemorating the death of a sergeant-pilot.

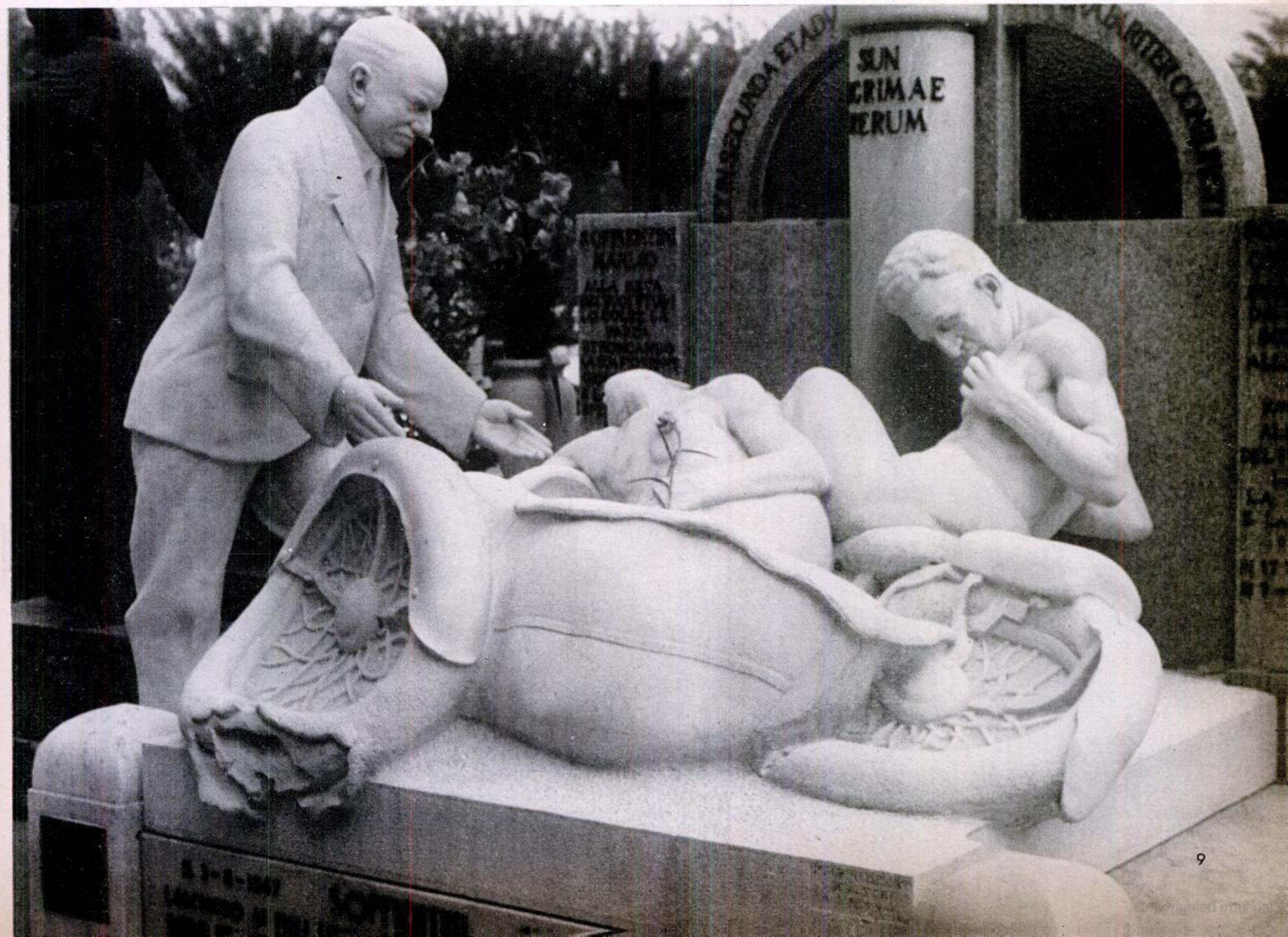


HEROIC STATUE of a member of the Italian Air Force straining against a propeller shows him symbolically conquering the sky. But the snake-tressed head of Medusa (*lower left*), denoting engine trouble, has trapped his leg, forcing him to an untimely crash.



WINGED CENTAUR (above), whose marble chest is pierced by an arrow, symbolizes the death of two fighter pilots shot down in combat. Photographs of the two men flank statue. In the center is a stone urn in which fresh flowers are often placed by relatives.

MOTORCYCLE ACCIDENT which caused death of two brothers is carved (below) in stone and includes a realistic rupture of one of the tires. At left the father is portrayed standing helplessly over the scene of the crash with his hands stretched out in grief.



Artist puts model wife back in picture



7 A. M. Wife: Oh, darling, I'll never be able to pose for you *this* morning. I need a laxative... my head throbs, I feel so logy...

Hubby: But honey, we've got to finish that illustration today! Here, this glass of Sal Hepatica will have you feeling like a million in no time!



9 A. M. Now everything's pretty as a picture! As usual, Sal Hepatica, the sparkling saline laxative, brought gentle, quick relief. Taken first thing in the morning, it usually acts

within an hour.

It also aids in counteracting excess gastric acidity and helps sweeten a sour stomach. Always keep a bottle of Sal Hepatica handy!

In a national survey, more than half the doctors recommended Sal Hepatica. Why not try speedy Sal Hepatica next time *you* need a laxative?

Ask your doctor why Sal Hepatica works so fast. He knows that because Sal Hepatica is a fluid bulk laxative, soft pressure is exerted to stimulate gentle, speedy action.

Whenever you need a laxative
—take gentle, *speedy*
SAL HEPATICA

TUNE IN: { "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
"BREAK THE BANK"—Friday night, ABC Network

SPEAKING OF PICTURES

CONTINUED



STONE MAIDEN is an idealized likeness of the young girl who is buried beneath it. When it is viewed from a distance, the statue looks like a ghost figure.



ALPINE MOTIF shows coiled rope and ice ax graven on the mountain peak where the victim, shown in photograph, met his death in a climbing accident.

NEWS...

SIMPLICITY makes Spring sewing news!



... WITH DRAMATIC DETAIL!

Do you want your collar high, wide and flared like the dress photographed? Or a neckline softly rounded, beautifully notched, as sketched? Whatever your choice, you'll want a neckline that is new... a neckline that is *news*... to top off the new molded bodice. You'll find all these and many more in Simplicity Printed Patterns.

... WITH PRINTED PATTERNS!

Each pattern piece is printed, showing what it is, where it goes, how to adjust it, where to match it to its mate... with a printed cutting line to insure accurate size. An illustrated sewing guide tells you how to put your garment together. Sewing with Simplicity Printed Patterns is quicker, easier, gives better results.



... WITH FASHIONS UNLIMITED

Simplicity brings you *all* the new fashions you'll want to make... the wedding-ring waistline, the billowing skirt of this polka dot dress... the elegance of the tiered-skirt dress sketched. You'll find a tempting variety of fashions when you plan your new wardrobe with Simplicity Printed Patterns.

... AND A SIMPLICITY PATTERN COSTS NO MORE THAN 25¢

No more—not a penny more—no matter which style you choose. Simplicity Patterns are sold *everywhere*! Sew for the whole family with the patterns shown in the latest Simplicity Catalog. At your favorite pattern counter.



Simplicity No. 2360

Simplicity PRINTED Patterns No more than 25¢

Featured editorially in GOOD HOUSEKEEPING, HARPER'S BAZAAR, PARENTS' MAGAZINE, CALLING ALL GIRLS.

HAT BY LADDIE NORTHRIDGE

Amber

the flattering new Glamour Shade!

BETTY HUTTON
in Paramount's
"DREAM
GIRL"

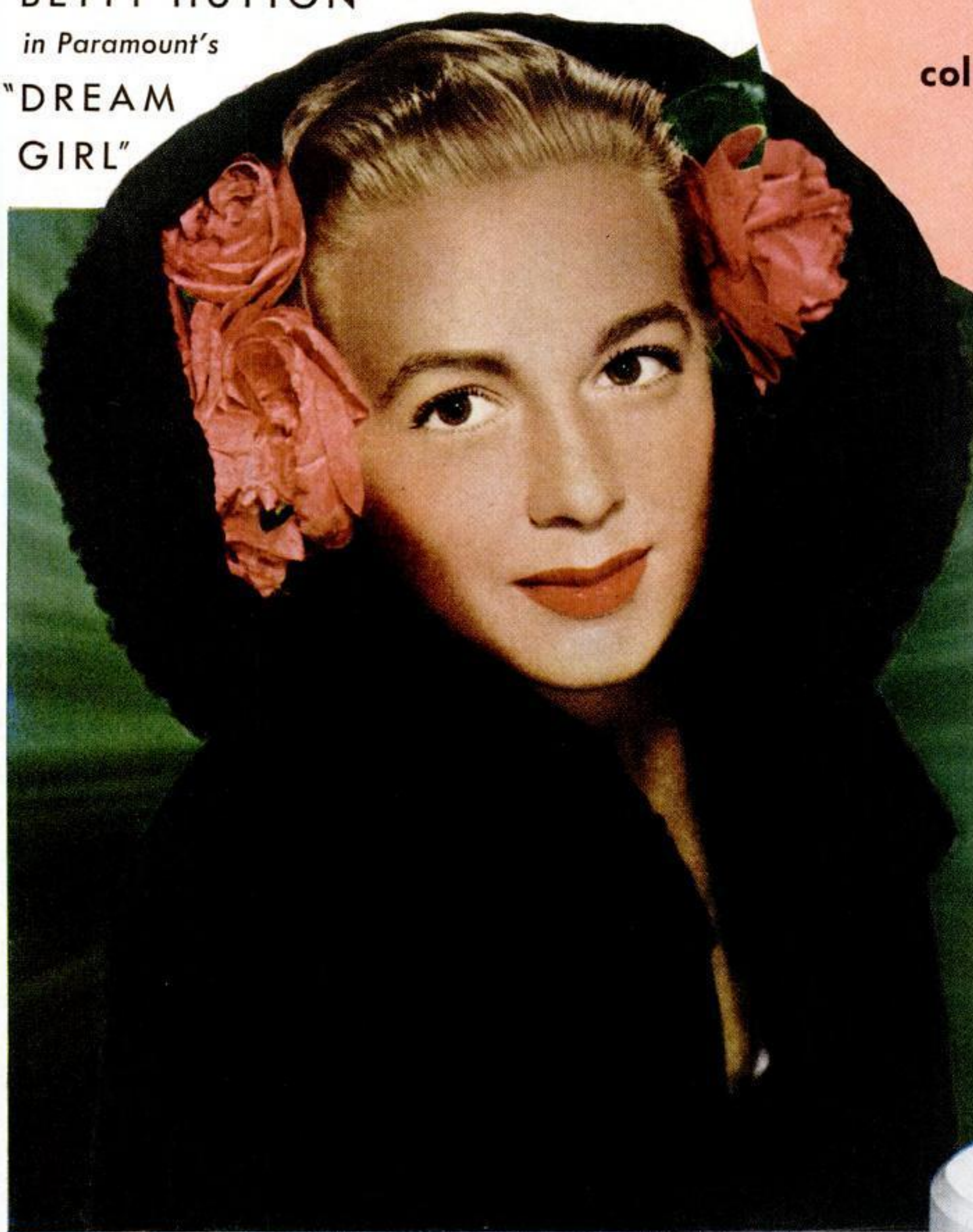


PHOTO BY BUD FRAKER

Pan-Cake* Make-Up
and
Face Powder
color harmonized
to your
natural skin
color tones



HERE'S a sensational new color tone to add romantic glamour to your beauty. It's Amber!... a different, flattering, entrancing shade created by *Max Factor Hollywood* in both Pan-Cake Make-Up and Face Powder. Whatever your natural skin tone there's a new Amber shade for you... a dream color to give you new radiant beauty.

Discover new glamour tonight. Choose the shade of Pan-Cake Make-Up and Face Powder for your skin color tone... see for yourself the lovelier beauty they create.

AMBER NO. 1

FOR FAIR AND CREAMY SKINS

AMBER-ROSE

FOR MEDIUM SKINS

AMBER NO. 2

FOR DEEP OLIVE SKINS

ALSO NINE OTHER COLOR HARMONY SHADES AVAILABLE



*Pan-Cake (trademark) means
Max Factor Hollywood Cake Make-Up

Max Factor * Hollywood

Color Harmony Make-Up... PAN-CAKE BRAND MAKE-UP • POWDER • ROUGE • LIPSTICK

LETTERS TO THE EDITORS

CANDIDATE TAFT

Sirs:

It is heartening that LIFE (Feb. 9) in its serial presentation of Republican candidates gave first place to Senator Robert A. Taft. . . .

He is the only legislator who thought through the problem of atomic energy as it is reported in State Department Publication 2498, *A Report on the International Control of Atomic Energy*. He alone spoke up courageously against surrendering the sovereignty of the U.S., proselytized for in this report, to an undefined but highly organized international group. . . .
MARY M. BROWN
New York, N.Y.

Sirs:
Your article on a great politician—Senator Taft—showed him in his true light as a defender of American democracy, not in the distorted light extreme leftists try to show him in.
MICHAEL WOLFSON
New York, N.Y.

Sirs:
Felix Morley states, "... Once Bob Taft tackles a problem no emotion of any kind colors the working of his mind."

The business of running the government of the U.S. cannot be compared with that of designing an atomic bomb or building a skyscraper. The government of the U.S. is the people and by this fact contains a human element and therefore an emotional one. The people of this country deserve more than a thinking machine, even a "bull-headed honest" one as their 34th President. Please give us someone capable of at least a small amount of emotional understanding.

JOHN R. HOGNESS
Los Alamos, N. Mex.

Sirs:
If Senator Taft is a liberal, I'll eat his hat!!!

MARVIN SHERWOOD SADIK
Springfield, Mass.

Sirs:
Customers are refusing to buy the Feb. 9 LIFE when they see Taft's map. Please be more careful of whom you put on the cover.

GEORGE LIVINGSTON
Ashtabula, Ohio

Sirs:
Apropos a Noble Kinsman's able report on Senator Taft: I am not a Taft man myself, but it would cheer Felix to be reminded that Shakespeare was.

Everyone knows that Shakespeare is most significantly read in codes, rebuses, cryptograms, etc. Read then the first four lines of Shakespeare's Sonnet 131, as an acrostic:

"Thou art as tyrannous, so as they art,
As those whose beauties proudly make them cruel;
For well thou knows't to my dear dotting heart
Thou art the fairest and most precious jewel."

Shakespeare tried the same acrostic once before (Sonnet 51) but with Elizabethan laxity misspelled it TOFT.

CHRISTOPHER MORLEY
Roslyn Heights, N.Y.

● Novelist Christopher Morley (*Kitty Foyle*) says that unlike his brother Felix he has not decided whom he would like to see President but has a tentative inclination toward Stassen (p. 38).—ED.

Sirs:

Earl Warren is my choice for President of the U.S. He was elected governor of California by both Democrats and Republicans and has made a fine governor. I ought to know how to pick a President at my age, 82.

CHARLES WILLEY
East Patchogue, N.Y.

Sirs:

In fairness, is LIFE going to run articles on potential Democratic candidates? . . .

JAMES R. STEPHENSON
Cincinnati, Ohio

● So far there appears to be no race for the Democratic nomination.—ED.

BEAUTIFUL STATE CAPITOLS

SIRS:

LIFE (FEB. 9) REFERS TO NEVADA'S CAPITOL BUILDING AS A "GLORIFIED OUTHOUSE"—THE WORST IN THE NATION. MAY I REMIND YOU GENTLEMEN THAT UNDER THE ROOF OF THAT OUTHOUSE WE'VE BEEN ABLE TO KEEP THE STATE FREE FROM SALES TAXES, INCOME TAXES, INHERITANCE TAXES, GIFT TAXES, OUTHOUSE TAXES. IN FACT IT'S HARD TO DENY THAT IF WE'VE GOT AN OUTHOUSE FOR A CAPITOL, IT'S THE MOST BEAUTIFUL OUTHOUSE THAT A MOON EVER BEAMED OVER.

E. R. "BOOTS" MILLER
REPRESENTATIVE
NEVADA STATE LEGISLATURE
SALT LAKE CITY, UTAH

Sirs:

How dare anyone make disparaging imputations about the Texas state capitol! Its beauty is as enduring as the Spirit of the Alamo, and its architectural elegance is a joy to the heart of every visitor. The material is beautiful pink granite. The state gave more than three million acres of land for its construction.

To suggest that it is outmoded, one might as well say Westminster Abbey should be torn down because it is too old.

Better apologize, Mr. Nichols, if you want to include Texas in your next tour.

W. P. DURNAL
Galena Park, Texas

Sirs:

Where does John G. Nichols get off calling Wyoming's capitol building a sprawling mess . . . ?

MRS. AUGUST RITTER
Fredericktown, Mo.

CONTINUED ON NEXT PAGE

FOR THE CONVENIENCE OF LIFE'S
NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

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Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

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Another Clapp-Fed Baby and how he grew...



BACK IN 1934... a special Clapp's baby food test was started in Westfield, N. J. Little Johnny Davies, picked for this test, was fed no other baby food but Clapp's during his infancy. Shown here at the age of three months, he's thriving on his Clapp's iron-rich Baby Cereal—weighs 12 pounds, 7 ounces.

and grew...



SEVEN MONTHS OLD... and just look at his rosy cheeks, his clear, bright eyes! His weight: 15 pounds, 8 ounces. It's apparent his nourishing Clapp's Strained Baby Foods were doing a grand job at this early date! Ever since he was 5 months old, he had all the vegetables, soups, and fruits on the Clapp's list!

and grew...



HIS FIRST BIRTHDAY... and what a boy he was! Johnny Davies weighed 22 pounds, 3 ounces, stood 31 inches tall. Far more active, far more robust than many of his playmates; he was eating Clapp's Junior Baby Foods by then. Incidentally, he changed from Strained to Junior Foods without a bit of fuss, thanks to Clapp's uniform flavors!

and grew...



LOOK AT HIM NOW! Husky, handsome, talented! A good student. A budding artist. And best of all—a healthy boy!

For this, his mother thanks his excellent early diet. A Clapp-fed baby is a well-fed baby. And a well-fed baby has a much better chance of growing up strong—just like Johnny.

Is your baby a Clapp-fed baby, too?

A CLAPP-FED BABY IS A WELL-FED BABY

Clapp's Baby Foods

PRODUCTS OF AMERICAN HOME FOODS

LETTERS TO THE EDITORS

CONTINUED

Sirs:

We in Iowa are proud of our capitol with its gold dome....

MRS. CECIL E. HOOK

Des Moines, Iowa

SIRS:

THANKS TO JOHN G. NICHOLS FOR THE FIRST KIND EXPRESSION ABOUT ANYTHING IN LOUISIANA BY A DAM-YANKEE SINCE THE DEMOCRATS TOOK WASHINGTON.

FLOYD TERRY

DE RIDDER, LA.

THE MERMAID'S TAIL

Sirs:

Recent comment in the press about the current economy campaign in Hollywood seems to be definitely flouted by the story on Ann Blyth (LIFE, Feb. 9). Imagine those Hollywood producers spending \$18,000 for an artificial tail to make Miss Blyth into a mermaid, when just everyone knows that you can get a perfectly good genuine mermaid for much less.

ROBERT R. WALKER

Auburndale, Mass.

Sirs:

... An English film company cast not only a mermaid but also her mermaid baby in its movie, *Miranda*. I



MERMAID AND SON

enclose a picture of Mermaid Glynis Johns and her merbaby.

HATLEY KIRTLETON

New York, N.Y.

Sirs:

Ann Blyth is the most beautiful mermaid I have ever seen, but the first one I have ever known to wear a brassiere.

EDWARD OSMAN

Northfield, Minn.

LINCOLN

Sirs:

Your ounce of Lincoln (LIFE, Feb. 9) weighed better than Morley's pound of Taft.

MAX KATZ

Boston, Mass.

HAWAII

SIRS:

CAPTION UNDER YOUR PHOTO IN HAWAII SPREAD (FEB. 9 ISSUE) SHOWING HARRY BRIDGES, JACK HALL, ETC. GIVES IMPRESSION ALL IN PICTURE WERE PART OF I.L.W.U. GROUP. PEOPLE IN HAWAII KNOW CIRCUMSTANCE OF TAKING PHOTO BUT MY CLIENTS AND OTHER FRIENDS ON MAINLAND MIGHT GET IDEA FROM PHOTO THAT BRIDGES AND I ARE PALS. HARRY WILL DOUBTLESS AGREE WE ARE NOT. THANKS.

LEE ETTELSON, I.L.W.U.

SONOMA, CALIF.



In Vermont's early days, the open-front sugar house hospitably welcomed all comers to taste fresh-made maple sugar—cooled in snow.

Hungry for real maple sugar flavor?

We can't give you the whiff of wood smoke or the gaiety of an 18th Century sugaring-off party... but we can give you the enjoyment of real maple sugar flavor.

For our Vermont Maid Syrup, we carefully choose a maple sugar that has a rich, full-bodied flavor, then blend it with cane sugar. This makes the maple flavor uniformly rich and delicious.

At your grocer's.
Penick & Ford, Ltd., Inc.,
Burlington, Vermont.



Vermont Maid Syrup

Pride of The
Candy Makers Art



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Richardson's

AFTER
DINNER MINT

Pure CANE Sugar plus
Natural MINT for Flavor



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Thos. D. Richardson Co., Philadelphia 34, U.S.A.

Brings a big
breakfast smile

—AND A HEALTHY EXTRA!



*EXTRA!

Sunsweet aids
regularity, too!

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PRUNE
JUICE



In bottles
or cans



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegars, and jellies

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

Hawaiian Delegate to Congress Farrington is displaying the *backside* of a flag with 49 stars.

Did the Hawaiian seamstress, Betsy Ross Humahumanukanukaapuaa, forget to put stars on the other side? Did the photographer reverse the negative? Did the engraver use mirrors? Or should Delegate Farrington study his Scout manual on the display of the flag?

Or should I?

EARL E. SIMMS JR.

Beverly Hills, Calif.

● Reader Simms should. According to the U.S. Flag Association manual: "When displayed horizontally . . . the blue field is uppermost and to the flag's own right." —ED.

TURKEY FEATHER WEDDING

Sirs:

"Turkey Feather Wedding" (LIFE, Feb. 9) was a weird commentary on the lengths to which some people can go to catch the eyes of the world—and the cameramen.

Several LIFE readers have written us to protest against a grim detail of your otherwise comic picture story. Flickers, woodpeckers and other wild birds are valuable destroyers of insects which menace crops, trees and gardens. A flicker, for instance, devours hundreds of ants in a day's work.

Some of the letters we have received ask why the wedding party was not clapped promptly into jail for possession of birds protected by law and requiring a possession permit on the part of anyone owning them. No reputable taxidermist would consider handling a "protected" bird without making certain the owner had a permit from both the state and federal governments—usually granted only for scientific or educational purposes.

Our own impression is that LIFE has dealt a noble blow for wild-bird protection by publishing these appalling pictures. There is always the risk that the shifting dictates of fashion in Paris may again call for bird plumage. That trend would threaten the extermination of valuable or beautiful species of birds, here and in other countries.

GEORGE DOCK JR.

National Audubon Society
New York, N.Y.

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"That's how I
looked to my
son, but—"



Little Gary Baldwin *did* think his mother was an old meanie that day.

But before you page a child psychologist, read why Mrs. Walter E. Baldwin of Davenport, Iowa, wrote us the story.

Seems that Gary wanted to do a bit of camping out in the back yard. He came to his mother for an old sheet, to use for a tent. So Mrs. Baldwin went to get one of the Pequots she'd had "since long before the war" . . . thinking one might be worn enough to give the boy. But, says she:

"When I got them out and looked them over, I found no visible signs of wear. So I had to turn Gary down, and he went out muttering something about 'why do they have to wear so long?'"

As a fond mamma, Mrs. Baldwin hated to disappoint her son. But, says she:

"He'll get over it, and when he has a home of his own he'll remember the long-wearing qualities of Pequot sheets with more appreciation. I still can't get over how fresh and new those Pequots look after all these years!"

For Gary's information, and yours if you haven't heard, Pequot Muslins "wear so long" because they're *made to last* . . . from extra long, extra strong fibres, close-woven for extra firmness . . . and with double-tape selvages for extra strength and straightness. No wonder they're America's most popular sheets.

Pequot Mills, Salem, Massachusetts

Also makers of
Pequot Fine-Combed Percales

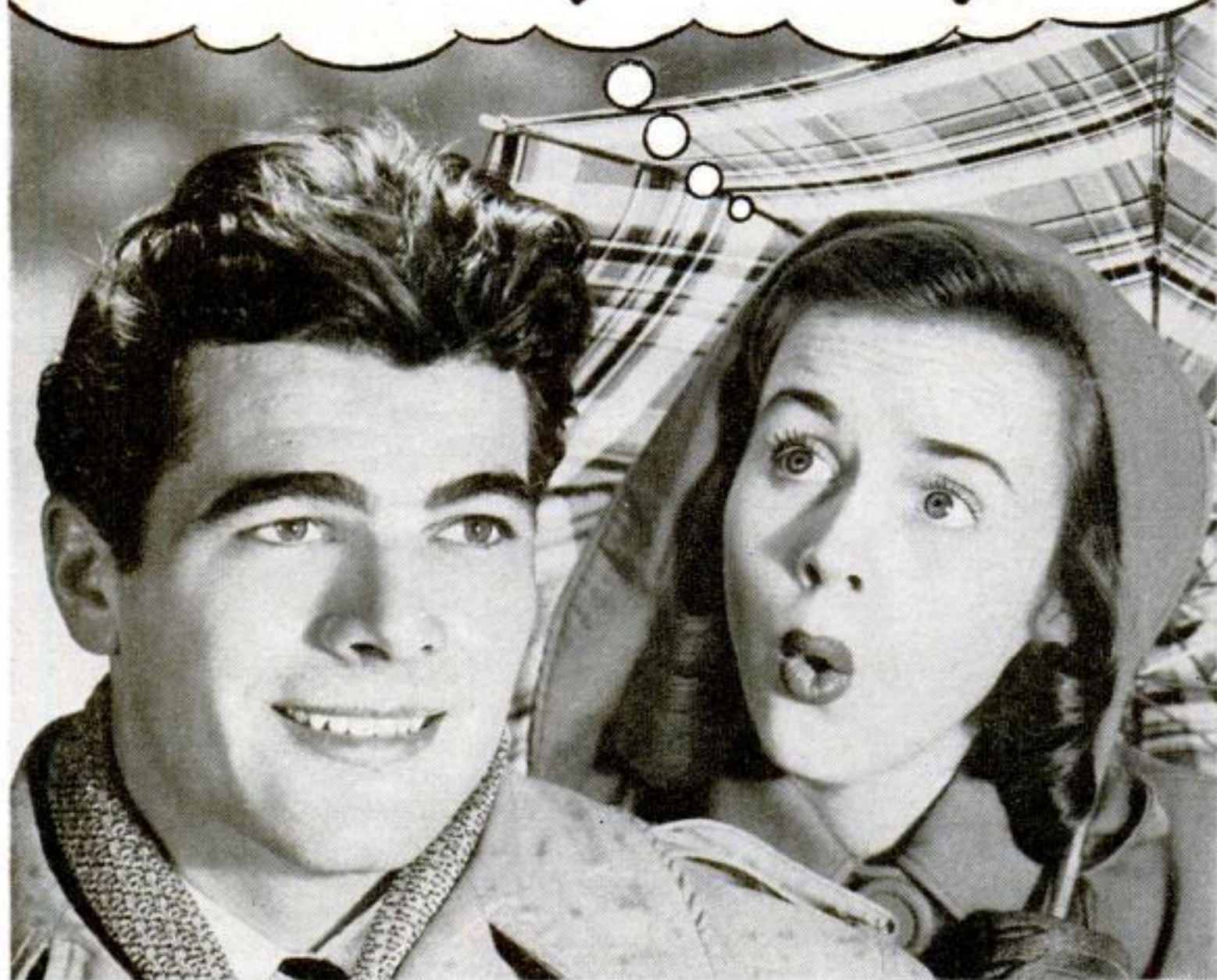


Pronounced
"PEE-KWAT"

PEQUOT
SHEETS

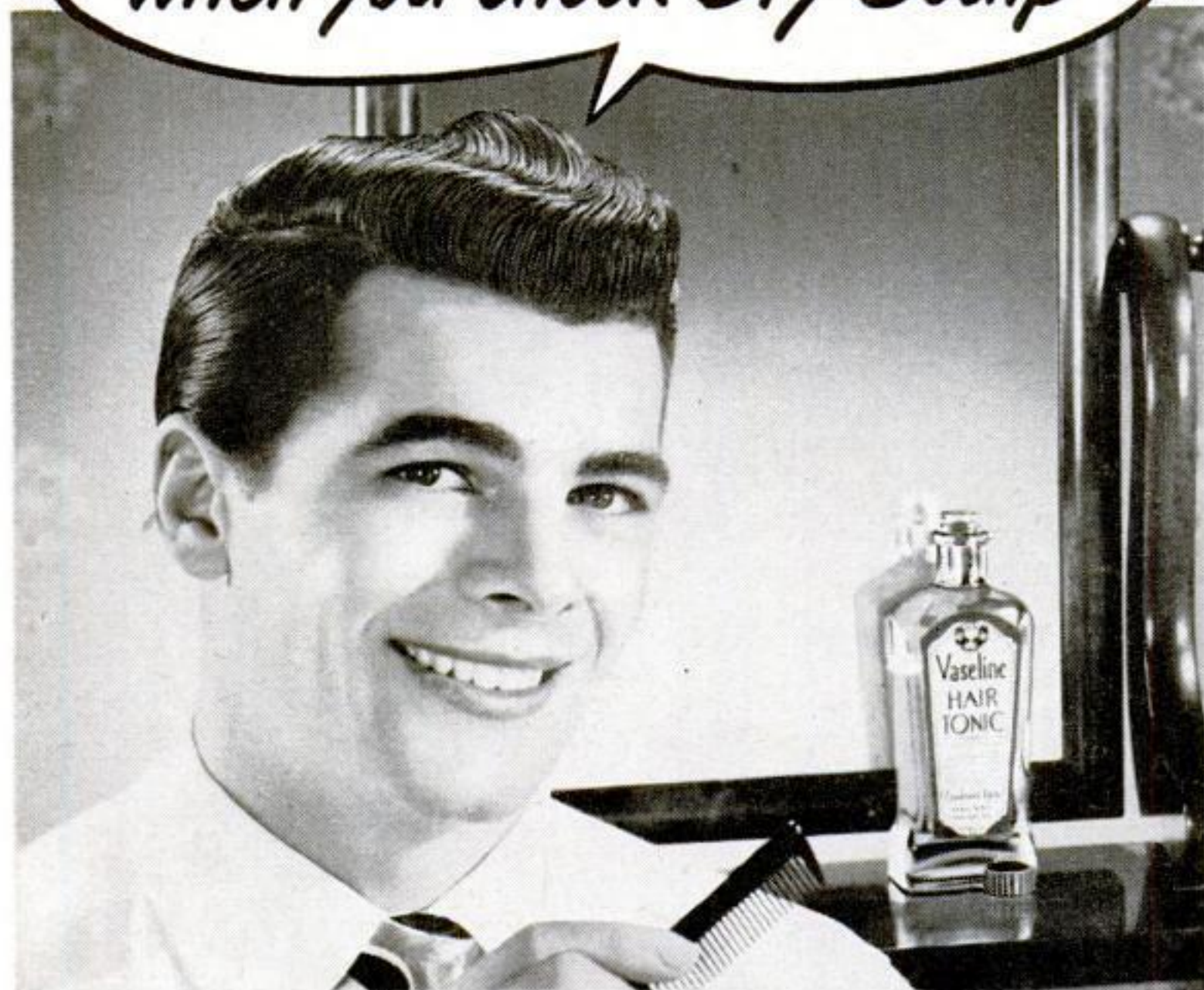
so good-looking
so long-wearing

oh-oh, Dry Scalp!



"WHETHER IT'S RAIN or shine, he *always* has a bedraggled look. His hair never looks combed . . . it's so lifeless and straggly . . . full of loose dandruff, too. He's got Dry Scalp, all right. I'd better tell him . . . quick . . . about 'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



WELL-GROOMED HAIR is easy to have—with the daily use of 'Vaseline' Hair Tonic! A few drops every morning—and your hair takes on new lustre—new neatness. You check loose dandruff and Dry Scalp. It contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It's double care . . . both scalp and hair . . . and more economical than other hair tonics, too.

Vaseline HAIR TONIC

TRADE MARK ®

More bottles sold today than any other hair tonic

LIFE'S REPORTS

EASTWARD—WHOA!

Patience, perseverance, permits are essential for 135-mile journey from Vienna to Budapest

by L. BUSH-FEKETE

L. Bush-Fekete (right), Hungarian-born playwright who wrote The Last Four Days of Mussolini (LIFE, Jan. 12), recently returned to his native Budapest. Here he reports on his battle with Russian red tape on the way.



We went to Vienna mainly to meet my wife's mother, who lived in Budapest. However there was bad news awaiting us. She had fallen desperately ill and was confined to bed in a Budapest clinic. She was in no condition to travel, so we would have to go to Budapest.

As American citizens planning to visit Hungary we needed, in addition to the Hungarian visa, a permit issued by the Russian element of the now-defunct Allied Control Commission in Budapest. To obtain the latter we had to approach the Liaison Office of the U.S. Army Headquarters in the Alserstrasse. One was never to deal with the Russians directly.

Major H., the liaison officer, shook his head grimly. "Sorry, but I can't give you much hope," he said. "Lately the Russians have refused to issue entrance permits to American citizens. You'd better forget about your visit to Budapest."

We could not give up that easily. My wife had traveled 7,000 miles to see her mother. It would have been inhuman to keep her from negotiating the remaining 135 miles.

Major H. understood our attitude. "I shall send a wire to the American element of the Allied Control Commission in Budapest," he said, "and advise them to approach the Russian element there for entrance permits for you and your wife. Of course, I'm in no position to guarantee that it will be favorable," he added.

Major H. received the answer to his wire in 48 hours. It contained the Russians' refusal.

In certain exceptionally urgent cases the Russian element in Vienna is entitled to issue passes to Hungary. Major H. directed us to another American in the same office, Captain J., whose duty was liaison with the Russians. He promptly contacted the Viennese Russian element of the A.C.C. and 24 hours later received their answer—a terse refusal.

We could not give up. We tried everything we could to swing the Russians. After two weeks of successive failures I finally came upon a desperate idea. I called the Hungarian prime minister in Budapest.

As the telephone system, too, is under Russian control in Vienna, the placing of a long-distance call is an exceedingly complicated procedure. The caller must give his name, profession, address; if a nonresident, the name, profession and address of his landlord, the party to whom he wishes to speak, whether he wants to make a business call or a private call and in what language the call will be conducted. The preliminaries take at least 30 minutes, for the operator frequently hangs up and one must start from scratch with another operator. And the waiting time for the call is from three to eight hours.

It was 9 in the morning when I placed the call to the prime minister's office and I heard his "hello" from the other end of the wire at 4 in the afternoon.

Prime Minister Lajos Dinnyes listened to my story and promised to put in a word with the Russians in our behalf. Three days later the Hungarian Legation in Vienna called us on the telephone and notified us that, at the request of the prime minister, the Russian element of the A.C.C. had issued our permits and that they were

CONTINUED ON PAGE 19

Q.

Why do more men
choose Jarman Shoes
every season?



A.

Look Smarter

-Jarman styles are distinctive

Feel Better

-Jarman's have "friendliness of fit"



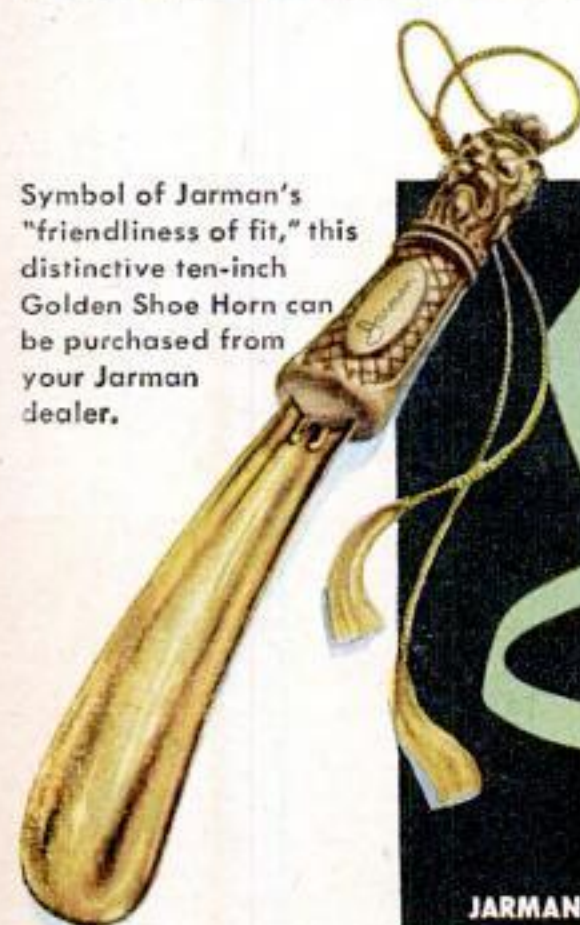
Hand-sewn vamps on these authentic Jarman "Moc-Sans" lend a particularly smart style touch. The roomy moccasin type lasts give an extra margin of comfort.

LEFT: Style 4015.
Hand-stitched blucher,
leather sole, rubber heel.

CENTER: Style 4153.
Hand-sewn casual type,
leather sole and heel.

RIGHT: Style 5594.
"Brushed Buck" and smooth
leather, with crepe soles.

Symbol of Jarman's "friendliness of fit," this distinctive ten-inch Golden Shoe Horn can be purchased from your Jarman dealer.

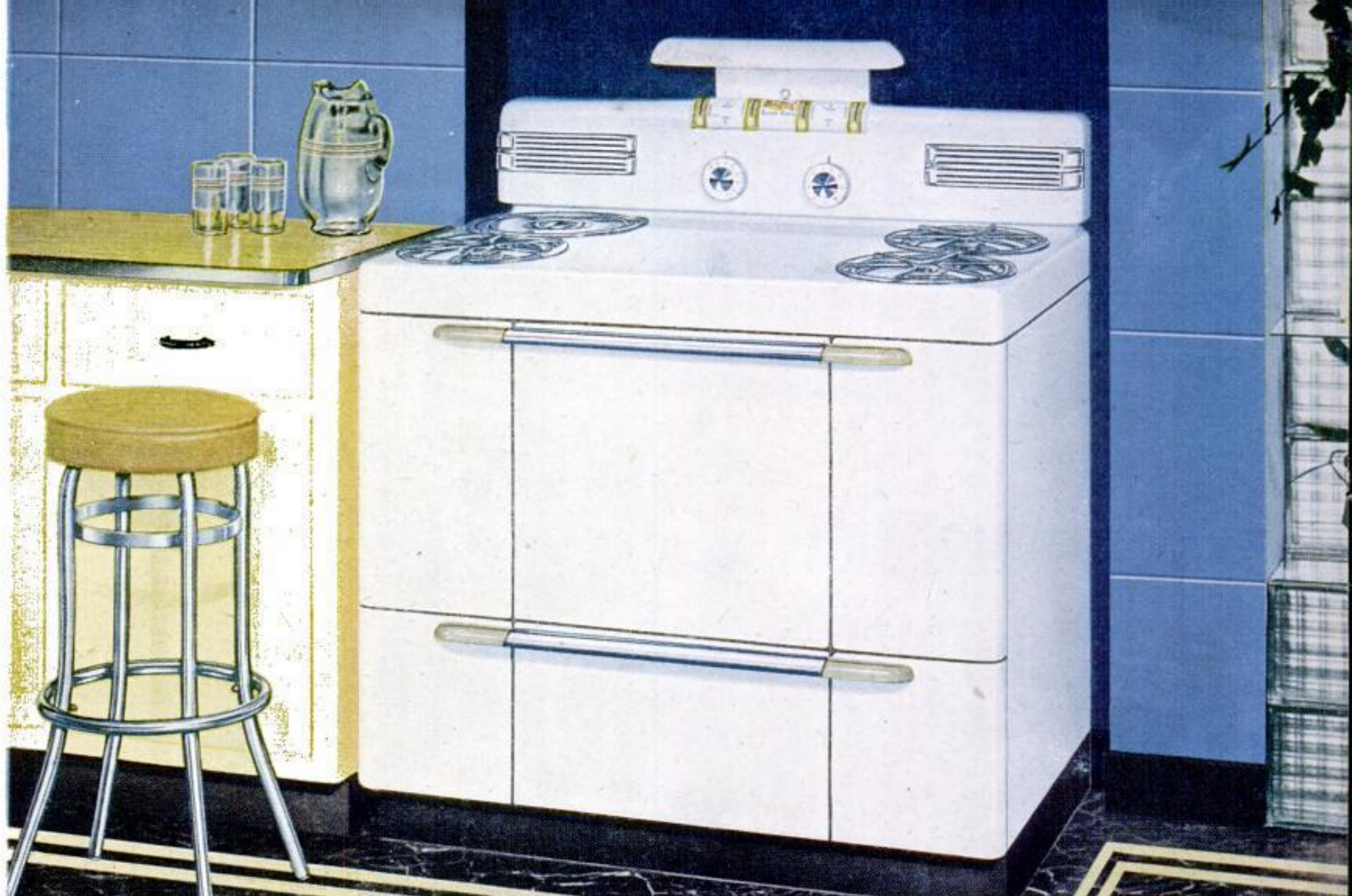
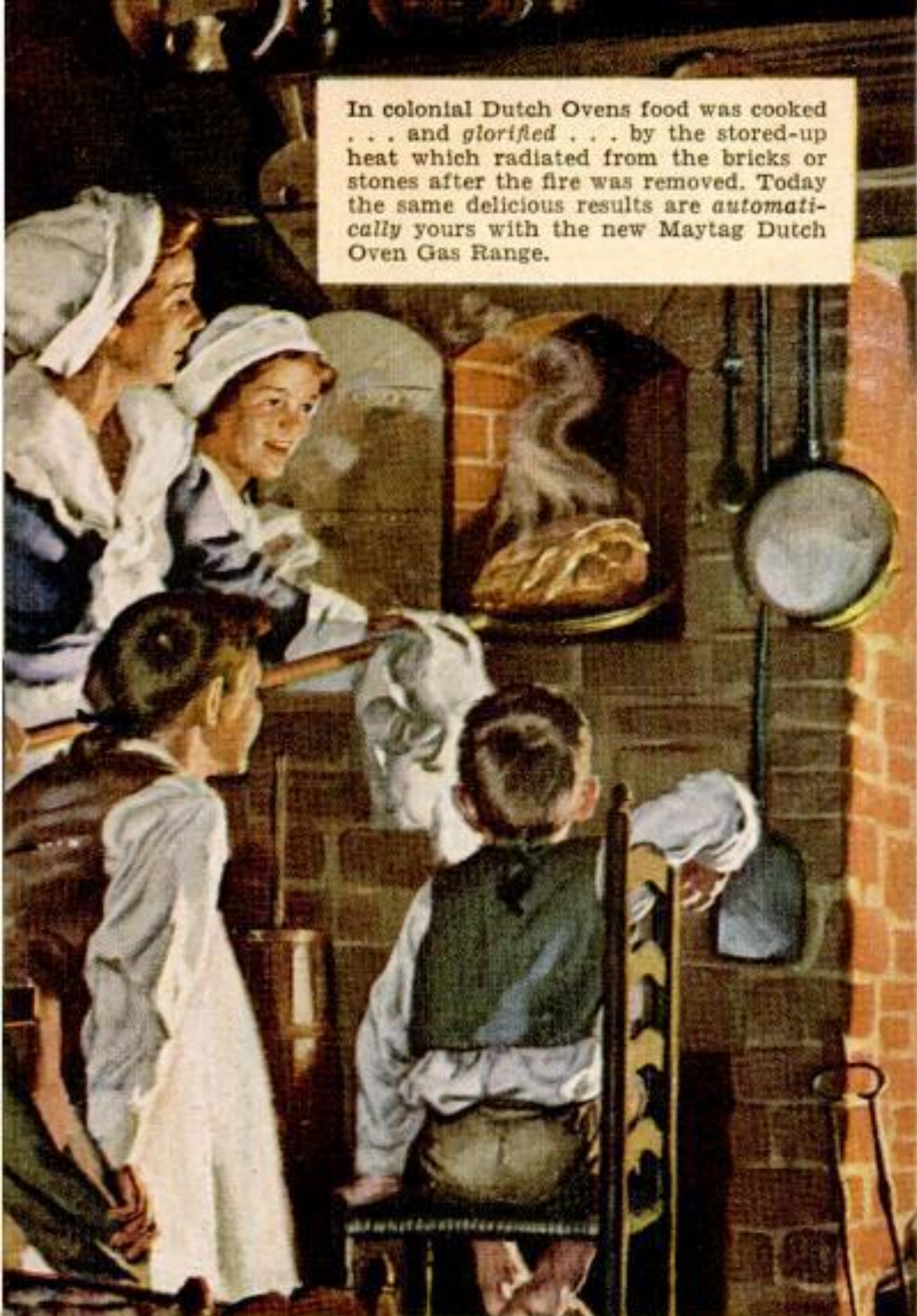


Jarman
SHOES FOR MEN

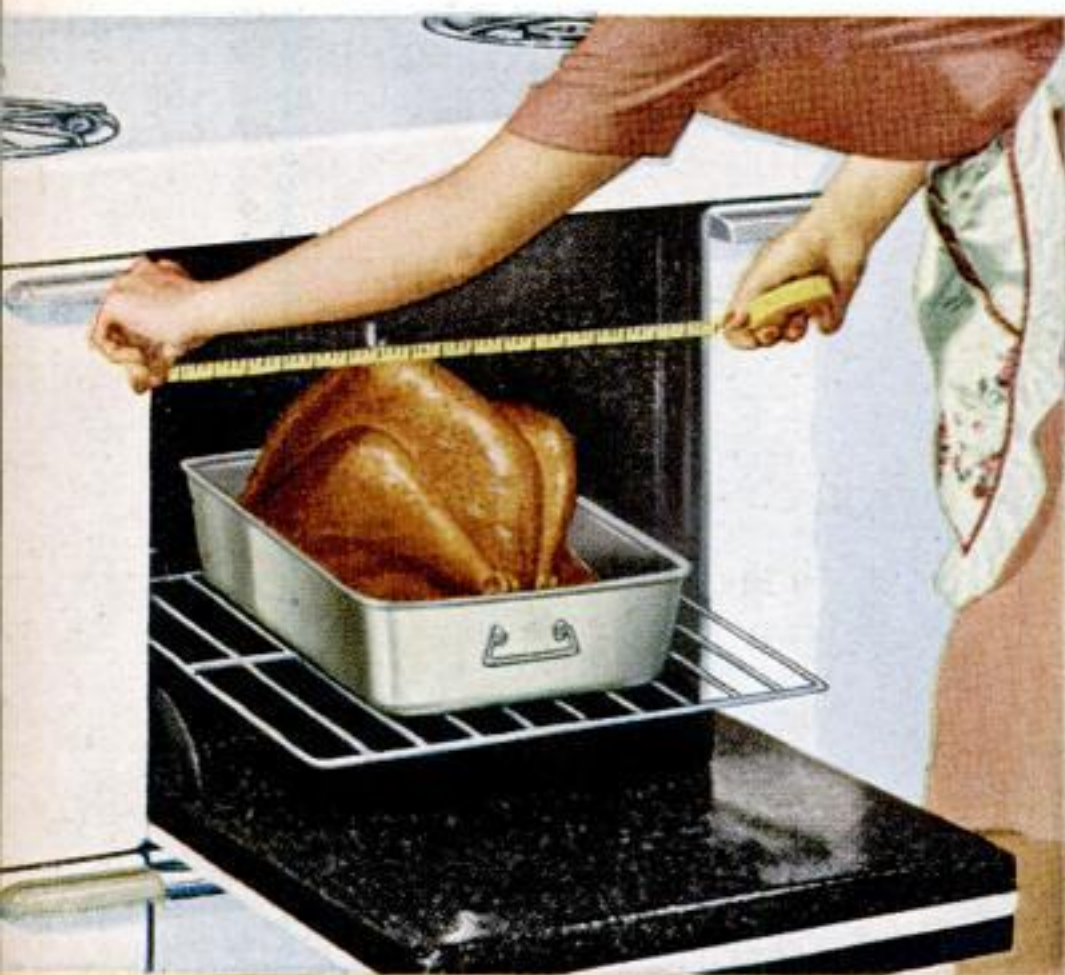
JARMAN SHOE COMPANY • DIV. OF GENERAL SHOE CORP. • NASHVILLE, TENN.

Across America, men who know fine shoes are going for Jarman's authentic styling and extra comfort because Jarman's make you look smarter and feel better. Jarman style experts provide a wide assortment of distinctive patterns in a variety of rich, masculine colors to keep you looking smarter on every occasion. And to keep you feeling better, every pair gives you Jarman's famous *friendliness of fit*—that smooth, snug, comfortable feeling that's yours the instant you step into a Jarman shoe. Skillfully fashioned of fine, mellow leathers that assure handsome appearance and longer service, it's no wonder that more men choose Jarman shoes every season. If you, too, want to look smarter and feel better, try a pair of the new hand-sewn "Moc-San" styles, as shown above. See your local Jarman dealer today.

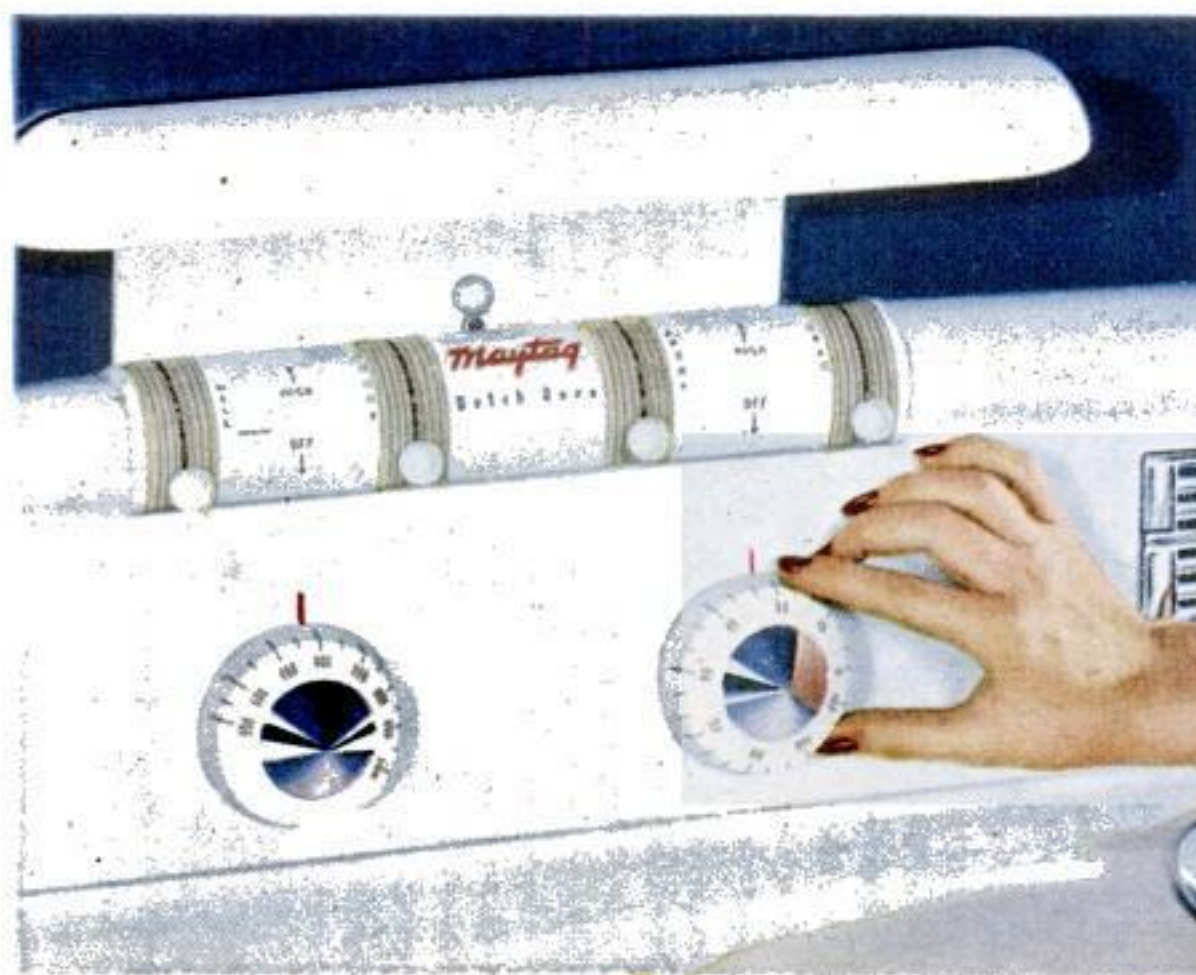
In colonial Dutch Ovens food was cooked . . . and glorified . . . by the stored-up heat which radiated from the bricks or stones after the fire was removed. Today the same delicious results are automatically yours with the new Maytag Dutch Oven Gas Range.



Different! Maytag's New Dutch Oven Gas Range!



Keeps kitchen cooler, cleaner—Retained heat is the secret of Maytag's heavily insulated Dutch Oven. Vents close automatically when gas goes off—kitchen stays delightfully cool and free of cooking odors, greases.



Cooks while you're away—Just set Dutch Oven control dial. Automatically turns off gas, yet foods go on cooking by retained heat until deliciously done, ready to serve. (Safety note: small children can't reach the control panel.)



Cooks full meal on 1 burner—Place meat, vegetables and dessert in separate containers within Dutch Cooker Well. It will stew, steam, boil, roast and fry foods—retaining natural full flavor and vitamin richness.

Cleans quick as a wink—Spiral-Flame Burners and chrome-trimmed grids lift out easily for cleaning. Moist cloth keeps one-piece white porcelain range top and burner bowls bright and new-looking.



Automatic Dutch Oven Feature Saves Time and Money— Cooks On with the Gas Off - It's Cooler, Cleaner, Too..!

What a difference in foods deliciously prepared the Maytag Dutch Oven way! Meats, rolls and pastries all baked and browned to perfect goodness.

Maytag reveals this early-American cooking secret in its modern, new Dutch Oven Gas Range. Does everything a conventional range will do—roast, boil, stew, simmer, bake, broil and fry—and it includes the time- and fuel-saving Dutch Oven.

Simply set the dial for Dutch Oven operation—then relax. After the required number of minutes, the gas automatically shuts off, but your food continues to cook by retained heat. Only a few minutes of gas are required for a full hour of cooking. Think what this means in savings!

Ask your dealer to show you the beautiful new Maytag Dutch Oven Gas Range. Approved by the American Gas Association for all gases.



LIFE'S REPORTS CONTINUED

on their way to a Hungarian border station named Hegyeshalom, where I was to receive them from a certain Lieutenant Kovach of the local police force.

We were jubilant. I had no reason to expect such prompt action from the prime minister, for we had never been friends, merely casual acquaintances. There existed only one link between us. We were both soccer fans. In the old days we often used to have adjoining seats in the press box of a stadium in Budapest. During these occasions we would discuss the games, the players, the referee. Some of our talks weren't even too cordial, for we were rooting for opposing teams.

But soon we learned that Mr. Dinnyes' helpfulness did not mean that we were free to start. Captain J. of the American Liaison Office sternly informed us that there was a distance of about 35 miles between Vienna and Hegyeshalom which we could negotiate only if equipped with a Russian road pass. "You have a pass that is good for Vienna," he said.

When I demurred he asked me to show the pass to him. I produced the pink card with which we had traversed the Russian zone to Vienna. He stared at it in disbelief. "Who issued this to you?" he inquired.

"The Allied Permit Office in Bern," I answered.

He threw up his hands. "Oh, those—!" he shouted. "A pink pass is no good in your case. It's only for displaced persons. American citizens must have *gray* passes. If the Russian pass control at Enns had noticed that you were traveling with a *pink* pass they'd have had the right to throw you into a DP camp." And he quickly wrote out two gray passes for us.

The delayed realization of the danger to which we had been exposed two weeks before made me hold my tongue. I thanked him for the gray passes and walked out of his office.

I decided that we must get the A.C.C. permits to Hungary in our hands and then brave the 35 miles to Hegyeshalom without further ado. The next problem was how to get the permits to Vienna. We could have called Lieutenant Kovach, who had our passes at Hegyeshalom, to mail them to us. But that would have taken at least a week, for mail service, by courtesy of the Russian censor, is that slow between the two neighboring countries. It seemed simpler and faster to send someone for them. Only where to find a person who could, at will, cross the Hungarian border? Hegyeshalom, 35 miles away, seemed as far as the moon. At last we hit on the idea of commissioning the conductor on a train commuting between Hegyeshalom and Vienna to bring them to us.

Early next morning I went to the Westbahnhof, from where east-bound trains depart. The Arlberg express pulled in, and in its diner I found a cook who was on duty only between Vienna and Hegyeshalom. Every morning he left aboard the eastbound express and returned on the westbound one in the evening. With him I sent a note to Lieutenant Kovach to hand the man our permits. The permits were in our hands the same evening, and next morning we were en route to Budapest.

We traveled the 35 miles to the border on pins and needles. Yet we were right in risking the trip without road passes, for there was no Russian control on the train and we were asked for our documents only by the jolly and hospitable Hungarians in Hegyeshalom.

During our four-week stay behind the Iron Curtain we found the Russian pass control as loose as it was difficult to obtain a permit from them. We stayed 10 days in Budapest, then traveled west by car. At Enns, on the border of the U.S. and Russian zones of Austria, a young, blond, pink-cheeked, slender and handsome Soviet Army sergeant, looking like a musical-comedy Russian, stopped our car at the barrier thrown across the bridge that leads into the American zone. I alighted and handed him our passports containing all the gray, green, white and striped permits we had collected. The ominous pink one I had hidden in my coat pocket. The Russian looked at me with a twinkle in his eyes. "Servus..." he grinned—the characteristic Austrian which corresponds, with an added touch of intimacy, to the American "hello."

"Sprechen Sie Deutsch?" I asked.

He laughed, flashing his white teeth. "English—French—German—Goodby—Bon soir—Guten Abend—" he shouted, and his pronunciation clearly betrayed the fact that these were the only words he knew in the respective languages. After that he returned our papers without so much as glancing at them.

We crossed the bridge, leaving the Russian zone behind us. On the right bank of the river the American sentry matched the Russian's "Servus" with a loud and reassuring "Hi!"



DID YOU HEAR STEALTHY FOOTSTEPS ON THE STAIRS?

WHEN YOU'RE lying in bed at night... tense... unable to sleep... your imagination can play hob with your senses.

You *hear* things... *think* things... that would seem fantastic in the clear light of day.

In the clear light of day...

You'd try to figure out *why* you were jumpy and wide-awake... when you should have been sound asleep.

Perhaps it was the coffee you had... so inviting you couldn't resist it.

Almost certainly it was the coffee... if you're one of the people made nervous and sleepless by *caffeine*.

Should you, then, give up coffee? Certainly not.

For there's *one* coffee just made for you... a fine, *rich* coffee—flavorful and fragrant.

It's Sanka Coffee... and it's *your* coffee because it's 97% caffeine-free. It can *never* cost you a moment's sleep. It can *never* make you tense or jittery. Yet it's *real* coffee, *all* coffee, *wonderful* coffee!

TUNE IN! The Hilarious NEW Sanka Coffee Show — starring funster Danny Thomas! CBS, Fridays, 8:30 P.M., E. S.T.

SANKA COFFEE

97% CAFFEINE-FREE



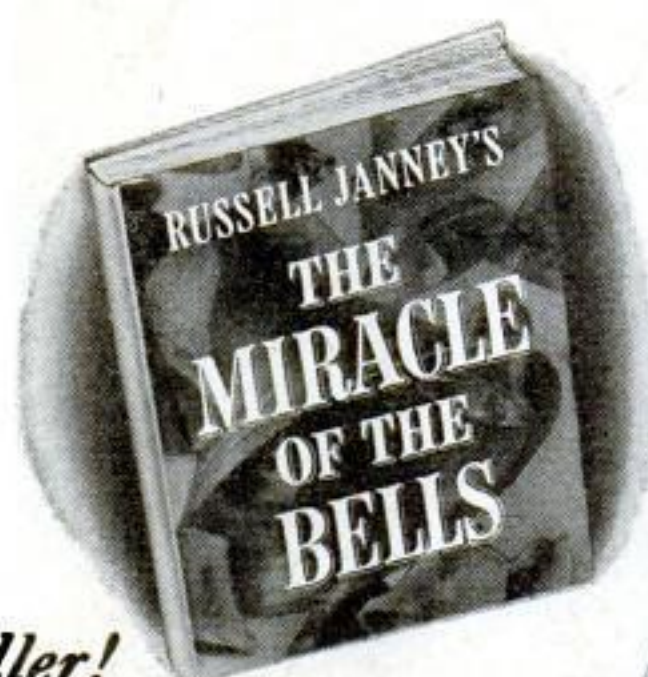
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A PICTURE TO MAKE THE WHOLE WORLD HAPPY!

Here is a different kind of love story... genuinely moving... filled with unshed tears, remembered laughter, burning dreams, and the bright and shining miracle that stirred the heart of all America!



*Best-Seller!
From the pages of Russell Janney's novel... so loved by millions... will thrill millions more on the screen!*



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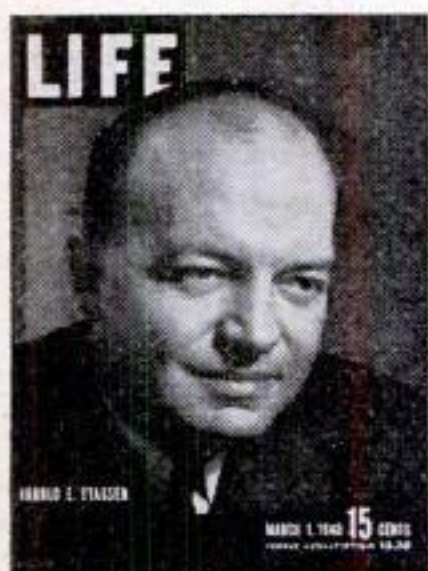
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LIFE'S COVER

Minnesota's ex-Governor Harold Stassen, subject of the second in a series of articles on the Republican candidates (pp. 38-52), was photographed for LIFE's cover just 30 minutes before testifying against Ed Pauley at the much-publicized Senate investigation of commodity speculations. The portrait, by Photographer Philippe Halsman, is the first picture taken with a new 4x5 twin-reflex camera soon to be marketed by Fairchild Camera as the Fairchild-Halsman. Designed by Halsman, the original model was built by the grandson of the cabinetmaker who made Daguerre's first camera.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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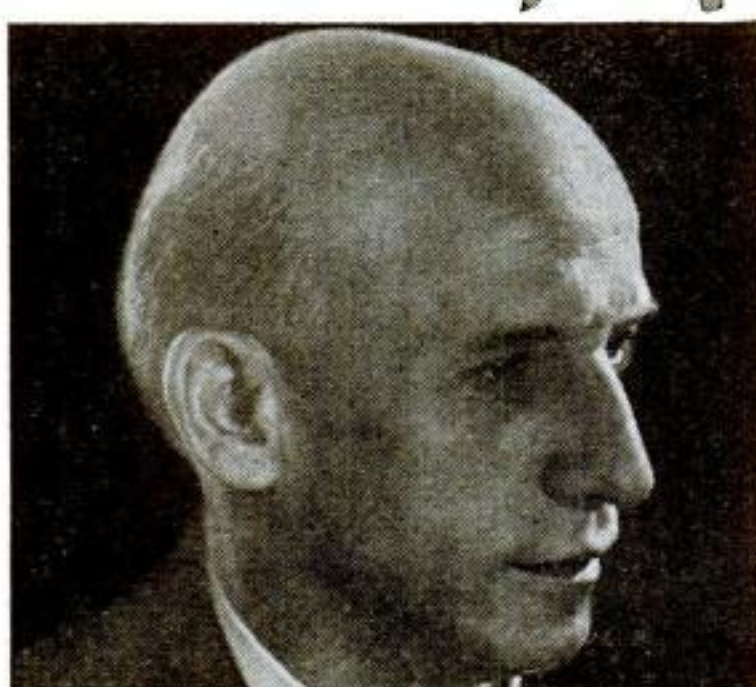
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AS A BURLY BODYGUARD ASSIGNED BY FRIENDLY UNION OFFICIALS STANDS BY, HENRY WALLACE MAKES AN EARNEST POLITICAL ADDRESS IN NEW YORK CITY

WALLACE GIVES DEMOCRATS A SCARE

Ever since Henry Wallace announced his third-party candidacy, Democratic politicians have been trying to laugh it off. Last week they finally abandoned all attempts at humor. Wallace went into a New York City district which was holding a special election for congressman, took the stump in behalf of a third-party candidate and—much to the surprise of political dopesters—got his man elected. The vote was 22,697 for the third-party man, Leo Isacson, against 12,578 for the Democratic candidate and 1,482 for the Republican. Since this was Wallace's first test at the polls it made his batting average an even 1.000 and threw

a real scare into the Democratic high command.

The implications of the Wallace victory were all too clear. If he could carry one New York City district he could certainly get a substantial vote in others. This would make it almost impossible for the Democrats to pile up enough ballots in New York City next November to offset the normal Republican margin in the rest of the state. Without New York's 47 electoral votes, President Truman could hardly be re-elected. Moreover it seemed likely, on the basis of last week's result, that Wallace might have similar balance-of-power strength in states like Illinois and California.

Last week's election was more of a defeat for the Democrats than a victory for Wallace (pp. 24-25). It produced gloomy faces all week long among the Democrats and cast a noticeable pall over the Jefferson-Jackson celebrations (pp. 26-27). After some painful soul-searching and pride-swallowing, Democratic Chairman J. Howard McGrath took to the radio to make a public plea for Wallace to come back to the fold. Wallace didn't say yes and didn't say no, leaving unanswered the question of whether he wants to help beat Truman with his third party or is merely trying to blackjack the Democrats into accepting some of his ideas.



DEMOCRATIC CANDIDATE Karl Propper speaks with Eleanor Roosevelt at his side. Democrats also sent their Mayor O'Dwyer into the district in futile attempt to combat Wallace's appeal.



DEMOCRATIC BOSS Ed Flynn (right) does some electioneering with a Bronx housewife. But Flynn, who is tired of politics and would like to retire, left most of the real work to his lieutenants.



FLYING SQUADRON OF AMERICAN LABOR PARTY WORKERS PARADES WITH

LEFTIST WITH WALLACE BACKING WINS BY-ELECTION IN THE BRONX



A COMMUNIST BACKER sits with Wallace. He is Ferdinand Smith, secretary of National Maritime Union, who was arrested next day by FBI agents.



PLACARDS TO WHIP UP ENTHUSIASM AT A RALLY ADDRESSED BY WALLACE



ISACSON'S JOYOUS BACKERS HOIST HIM INTO THE AIR AS NEWS OF HIS VICTORY ARRIVES

The 24th New York District, in which last week's election was held, was made to order for the Wallace backers. The district is poor and overcrowded; a rumor that the Democratic candidate had once been an eviction lawyer hurt him badly. The voters are 50% Jewish, and many were eager to register a pro-

test on Palestine regardless of their attitude toward Wallace's views on Russia. Moreover Wallace was working through the American Labor party, which nominated Candidate Isacson and backed him to the hilt. The A.L.P., to which all New York City Communists stand ready to devote their spare time,

sent in workers from all over town to ring doorbells and pass out literature. As a countermeasure Democratic Boss Ed Flynn sent in Eleanor Roosevelt (*opposite page*) and Mayor O'Dwyer. But the A.L.P. polled nearly all of its potential 25,000 votes while the tired machine of Boss Flynn failed dismally.



WALLACE'S CANDIDATE Isacson and Isacson's wife (*right*) chat with Wallace at rally. On Wallace's right

is Michael J. Quill, a city councilman and the fiery left-wing president of Transport Workers Union. Enthusias-

tic core of crowd of 8,000 at meeting was composed of professional left-wingers who support American Labor party.

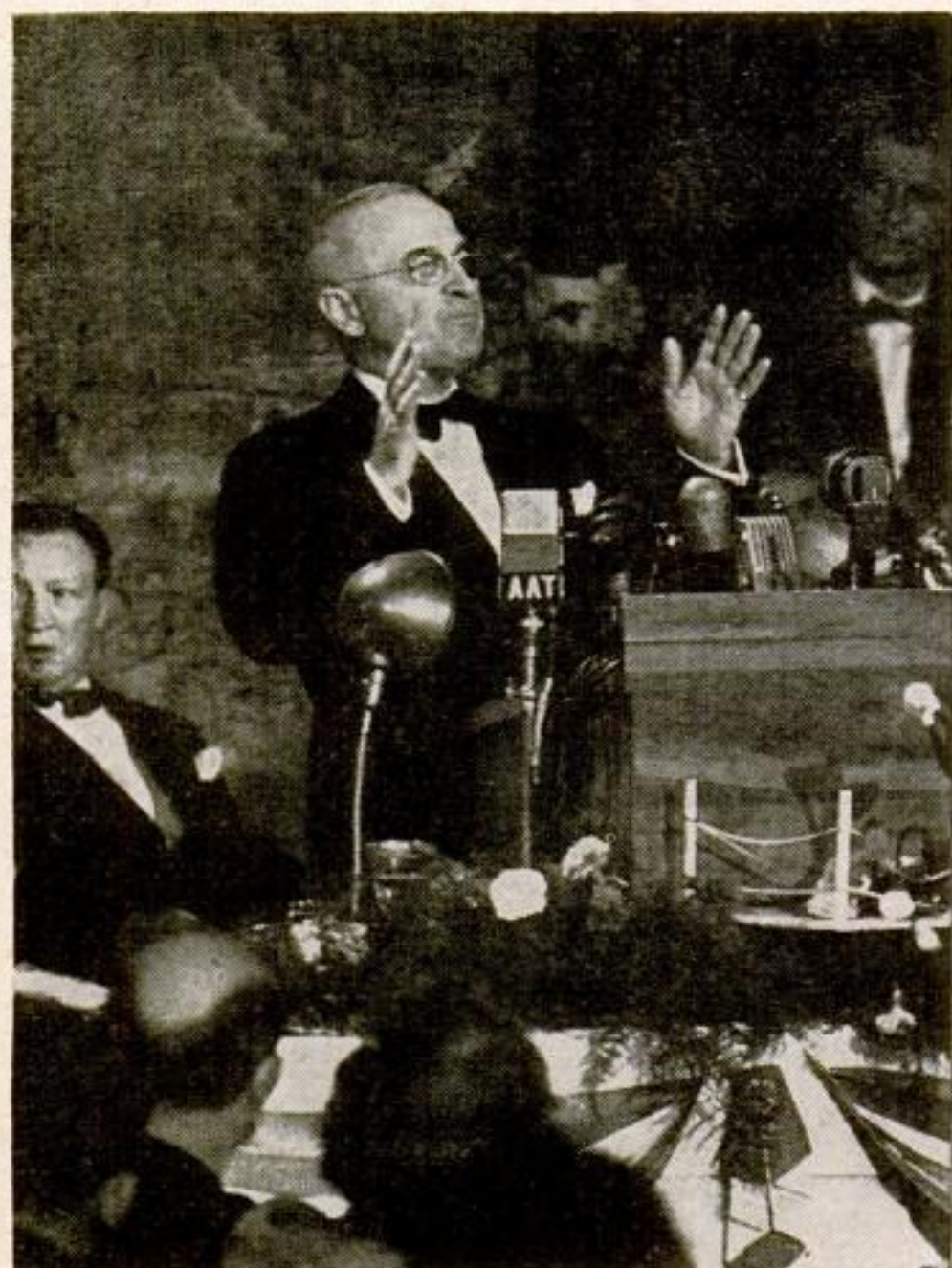


IN LITTLE ROCK HALF THE GUESTS AT ARKANSAS'S JEFFERSON-JACKSON DINNER WALK OUT IN PROTEST AS THE PRESIDENT'S VOICE COMES OVER THE LOUDSPEAKERS

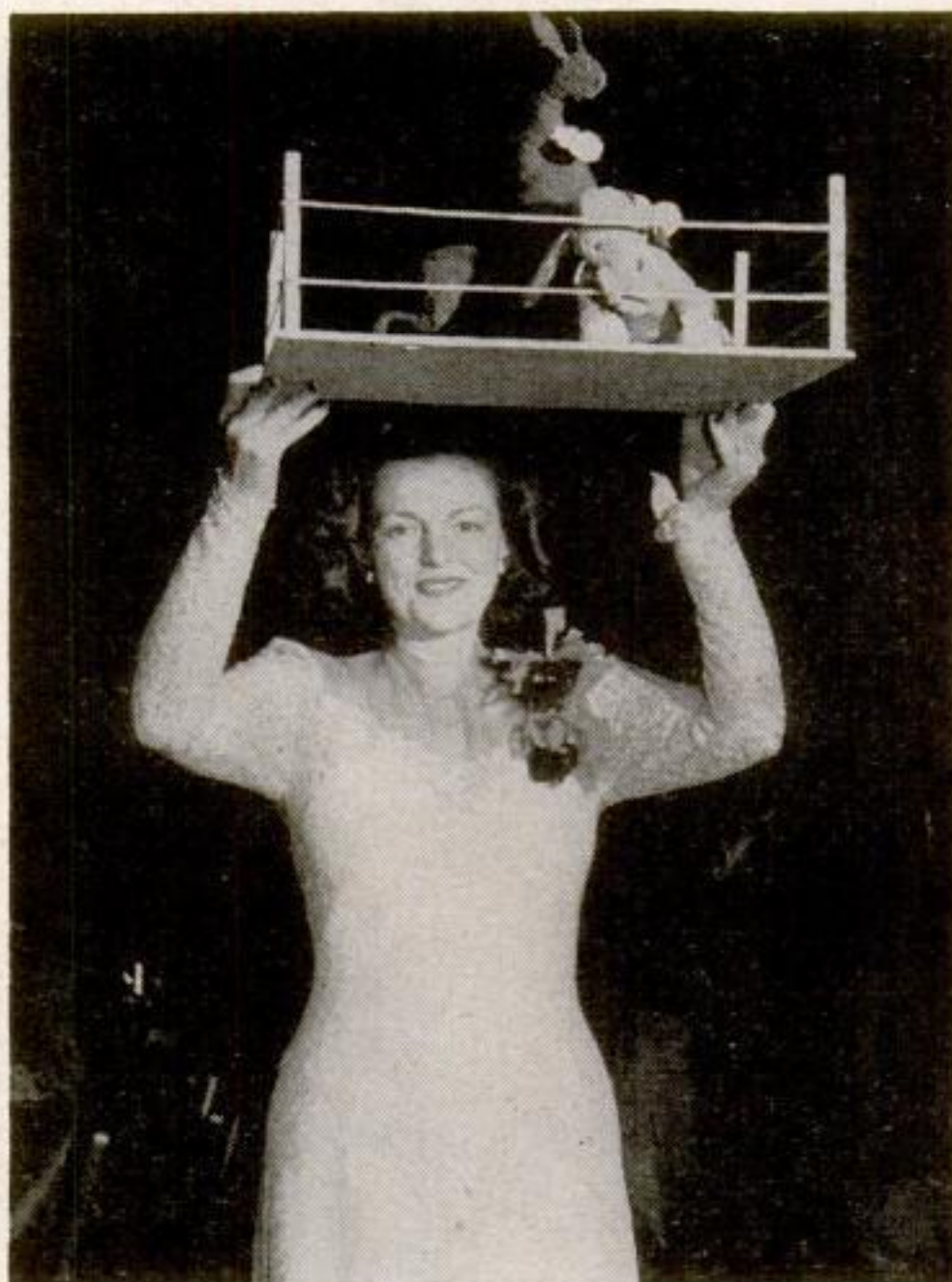
ANGRY SOUTH HELPS RUIN THE DEMOCRATIC DINNERS

To add to the Democrats' woes last week, many of the party's high-placed Southern politicians were in open revolt against the President's recent demands for antilynching laws and a Federal Fair Employment Practices Commission. At the party's annual Jefferson-Jackson dinners the revolt produced

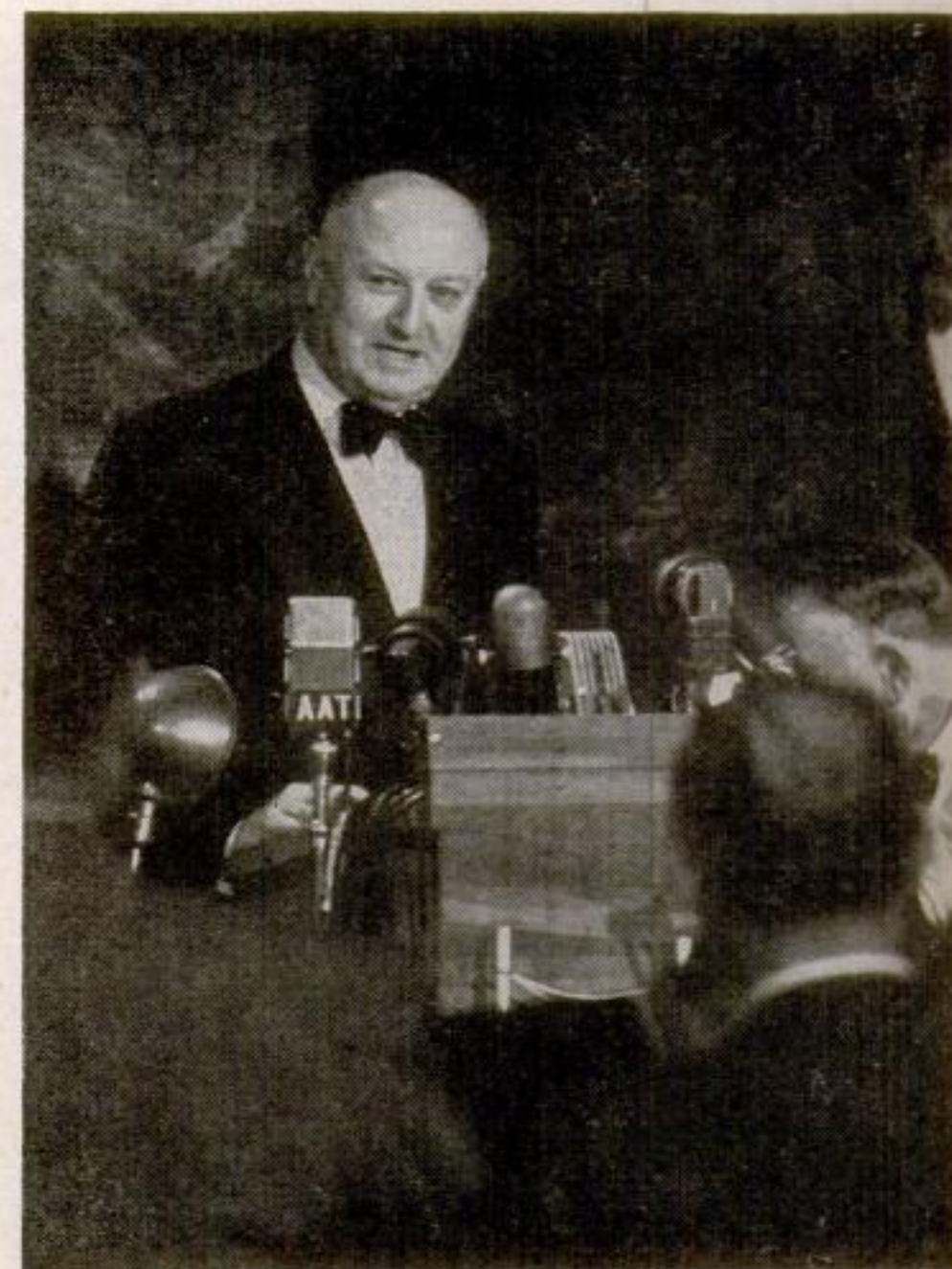
a walkout of Arkansas Democrats (*above*) and an empty table which stood out like an angry scar at the Washington affair (*opposite page*). The Democratic party, which has always had a hard time holding its diverse elements together, was now in simultaneous trouble with both its Left and its Right.



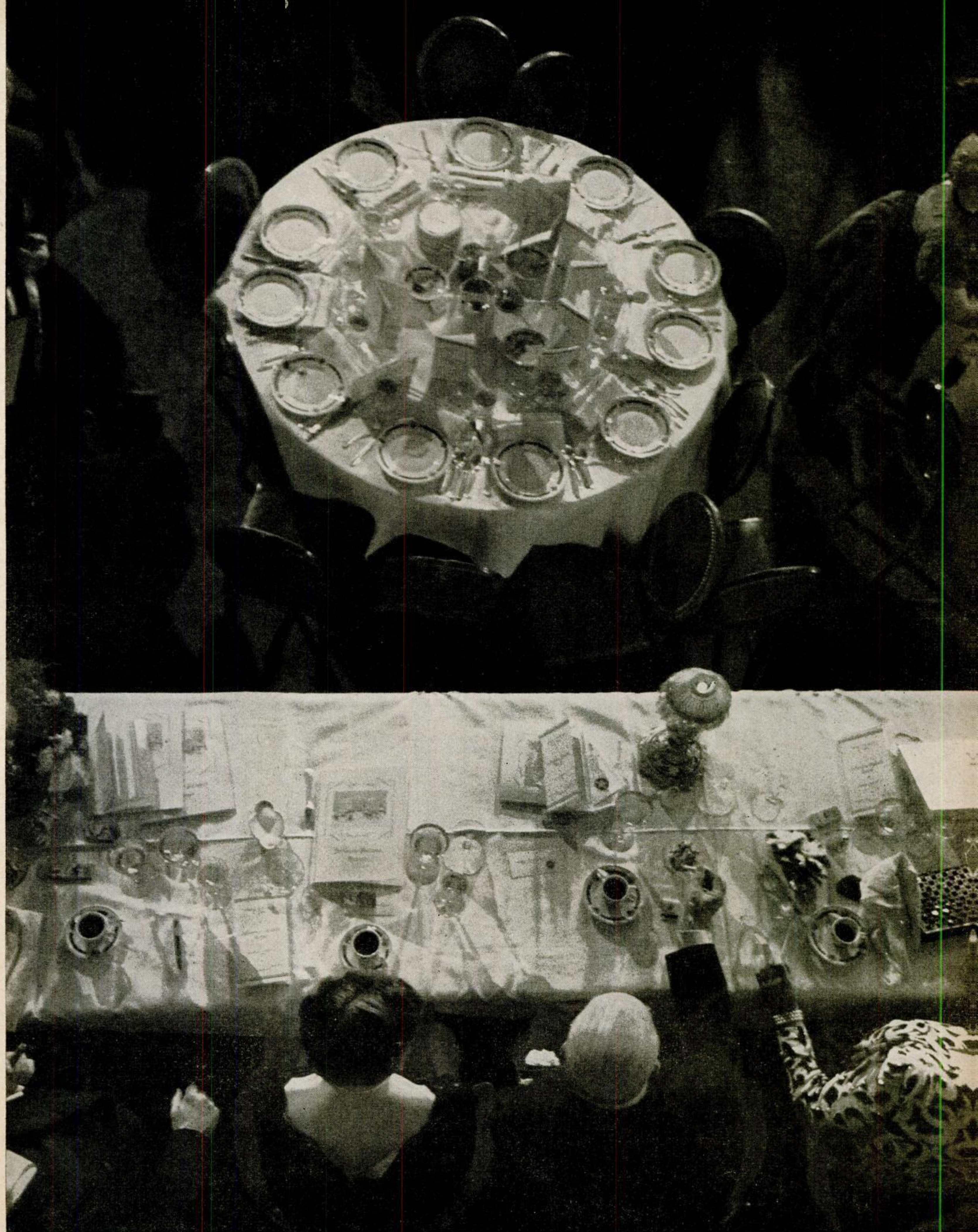
TRUMAN'S SPEECH goes on air. In his conclusion he slipped and praised Teddy instead of Franklin Roosevelt.



DECORATIONS included prize ring with donkey beating elephant, held here by Congresswoman Helen Douglas.



WELCOME GUEST, Jim Farley, back securely in the Democratic fold, steps to microphones and gets ovation.



GHOST TABLE AT THE BANQUET stands in mute testimony to the outraged feelings of South Carolina's

Senator Olin Johnston, who bought tickets and then boycotted Jefferson-Jackson dinner in Washington. White-

haired man at speakers' table is Boss Flynn, who had to look on the empty chairs besides pondering own problems.

ERP'S PROGRESS

SO FAR, SO GOOD THAT WE CAN START THINKING ABOUT THE REVIVAL OF CAPITALISM

Parliamentary democracy, by which the U.S. is governed, has scored a major victory. Arthur Vandenberg and his Senate Foreign Relations Committee have written and unanimously reported a bill for the European Recovery Program (better known as the Marshall Plan but now called ERP). If it weren't for the unpredictability of the House, one could say right now that ERP is in the bag, and that the U.S. has embarked on its most ambitious adventure in constructive foreign policy.

Never has a piece of legislation been so carefully prepared and so thoroughly sifted by so many brainy and conscientious men. First the experts of 16 European nations spent all summer on it. Then the Americans went to work, producing the so-called Krug, Nourse, and Harriman Committee reports, and finally the State Department recommendation. During this period virtually every calculating machine in Washington was disgorging ERP estimates night and day. Finally came a month of hearings, Vandenberg's conduct of which is considered by connoisseurs of senatorial procedure to be a model of what hearings ought to be.

So the result should be good, and it is. Briefly, the bill sets up an ERP administrator and authorizes him to transfer U.S.-owned goods to 16 nations of nontotalitarian Europe, either as gifts or on credit, to the amount of \$5.3 billion in the first 12 months of a four-year reconstruction campaign. The administrator will have a new organization, quite separate from the State Department (this was the biggest change made by the Senate). He will be advised by a panel of citizens and audited by a committee of congressmen. Otherwise he will have pretty complete leeway, which he will need. His job is to make Western Europe a going concern and to help it unite in the process.

Is ERP a Rathole?

Nevertheless, and despite Vandenberg's well-earned victory, there are still people who, though neither Communists nor isolationists, have misgivings about ERP. Since they will be heard from both in the House and on the floor of the Senate in the coming debates, let us try to evaluate their arguments now.

Broadly, they have two main arguments. The first may be called the rathole argument. It goes like this: Europe's "dollar shortage," which is the basic reason for ERP, will last just as long as we continue to make free dollars available, which ERP does. European recovery will start when its governments take the Draconian measures necessary to deflate their currencies, such as budget-balancing, and it will not start until then. Our aid simply makes it easier for Europe's politicians to postpone this unpopular task.

There is hard economic sense in this argument, so much so that the ERP administrator will do well to make monetary deflation his main yardstick of Europe's progress during the coming year. Only when money is worth something will people work their hardest for it, and if it is worth enough Americans will be glad to trade dollars for it too. So this is indeed the first step toward ending the "dollar shortage."

But if we left the Europeans to reach this conclusion all by themselves, they might take

an easier path. This is to multiply and make permanent their already stifling but not unpopular substitute for sound currency, namely rationing, price fixing and other direct controls. If we deny them dollars now, it will make almost impossible a political chore which is already difficult enough for Europe's democratic leaders.

The rathole argument usually comes up as an attempt to cut the amount of the ERP appropriation, or to impose overstrict conditions on its use. That \$5.3 billion figure will be a very spotted target before Congress is through. The more so because no ERP man in his right mind will try to defend the figure in detail.

Not only weather and the U.S. price level, but a host of lesser imponderables and unpredictables will affect Europe's needs. If the Dutch recover their assets in Indonesia, for example, they will need less ERP money than if they don't, and a well-timed strike in Alsace could throw the whole French program off. When the State Department boys were sitting up nights with those adding machines, they frequently had the dizzy feeling that their estimates would prove just as accurate if they made the figures up. (They didn't, though.) A good ERP administrator, if he gets the breaks, may be able to help Europe to its feet with substantially less than \$5.3 billion. But as with the financing of any new business venture, he must have leeway in order to get the most for his money. So the way for Congress to save money on ERP is not to appropriate less, but to make sure the administrator is a hard-headed man—and a lucky one.

The Antisocialists

The second argument against ERP is the antisocialist argument. It has been voiced, among others, by Harold Stassen (p. 39). Stassen and many a congressman would like to refuse ERP money to any country that is bemusing itself with nationalization programs, notably England.

The State Department's answer to this argument is that European socialists are our best allies in the fight against Communism, and that anyway it is bad diplomacy to tell other countries how to run their internal affairs. Both halves of this answer are true, but the second half is stronger without the first.

Talleyrand said that intervention and non-intervention are two names for the same thing. If Congress were to write antisocialist conditions into the ERP bill, that would be gross intervention, and many a self-respecting socialist government in Europe would probably have to refuse the money and so govern more socialistically than ever. But an ERP administration and a State Department who are seriously opposed to socialism can in fact discourage it, and turn the European trend away from it, by discreet "nonintervention" in the way they use ERP funds. The test for continuing aid to Europe will be the periodic figures on Europe's production and unification. This will work against the inefficiencies of socialism, but it will be a delicate diplomatic step to press it as an argument for capitalism, and Congress had better leave that step to the professionals.

But if State Department professionals are themselves socialists, or want to strengthen

Socialism as a barrier against Communism, they are much less likely to succeed in this endeavor and may even manage to thwart Congress' clear will. Suspicions on this head explain why Congress is so hostile to the State Department right now.

ERP offers the chance of a lifetime not only to unify Europe, but also to revive free markets and free enterprise there. Because it involves government-to-government transactions, ERP seems to be another step away from the happy condition when individual businessmen conducted the world's trade, and international economic rivalries, instead of breeding hatred, were the comparatively harmless and wealth-creating "sport of merchants." Yet if ERP does the first part of its job well, so that European currencies regain value, the second phase of the program can be a field day of capitalist revival.

ERP's Next Phase

American businessmen are not investing much in Europe now because they can't convert those currencies into dollars and because the political outlook is so cloudy. If and when this picture changes, there is likely to be more private money available for Europe than the State Department now imagines—if not in Wall Street, then in many a corporation treasury. At any rate the ERP planners can be justly criticized for not adequately exploiting this possibility. A clause in the ERP bill permits the administrator to guarantee certain new private investments in Europe against currency losses (not against business risks). But this provision, so favorable both to the American taxpayer and to the future of capitalism, is inexplicably limited to 5% of ERP's total appropriation. Why should there be any ceiling? Moreover if private money doesn't take this bait, the bait could well be sweetened. It is good to hear that the Treasury Department, according to a speech of Secretary Snyder's last week, is studying the possibility of more favorable tax treatment for earnings on American investments abroad.

Thus the antisocialist argument does not add up to an argument against ERP. It is rather a reminder that we can and should direct ERP into procapitalist channels. Let us remember that this is a capitalist country, that capitalism is neither doomed nor a thing to be ashamed of and that our foreign policy will be more successful if it does not wear a false beard. When Europe is on her way to recovery, the next phase of ERP should be as much of a triumph for free capitalism as its progress so far has been a triumph for free government.

PICTURE OF THE WEEK: ➔

From San Francisco south to San Diego, California last week lay shriveled by drought. The driest winter on record had left little snow on the High Sierra. Hydroelectric power was short and citrus groves were parched. Even the great reservoir behind Gibraltar Dam (*opposite*), the main source of supply for the city of Santa Barbara, was two-thirds empty. On Feb. 20, after the water level had dropped close to the bottom of the reservoir, Governor Earl Warren proclaimed a state of emergency.

PROGRESS OF CALIFORNIA'S RECORD DROUGHT IS MARKED
ON THE GLARING WHITE SIDES OF GIBRALTAR RESERVOIR





DELEGATES PARADE through Sofia's streets (*above*) to lay wreaths honoring the "victims of Fascism." This procession came at the close of the Fatherland Front congress and was carefully organized, as were "spontaneous" demonstrations by the local citizens.

DELEGATES LISTEN as Dimitrov reads speech in a Sofia theater (*below*). He renounced suggested plan for a big Balkan federation, then attacked "Western imperialists." The crowd cheered Stalin, Tito, Dimitrov and the Greek guerrilla leader Markos.





SECRET AGENTS shadowed LIFE Correspondent Will Lang, although visiting journalists were promised freedom of movement and no censorship. These startled men fled after their picture was taken.



THREE TOP COMMUNISTS watch delegates parade. Dimitrov is raising cap. At his right is General Gundorov, leader of Soviet delegation, at his left Moshe Piade, representing Tito's Yugoslavia. Below: in a potter's field is grave of Nikola Petkov, recently executed opposition leader.

DIMITROV IS VETOED

He invites Balkan Communists to join Bulgaria in a federation—but Moscow changes his mind

In the Balkans, where political scheming is as common as yoghurt, master schemer Georgi Dimitrov, aging Communist boss of Bulgaria, had been conferring with neighboring big shots like Yugoslavia's Marshal Tito over trade treaties and defense agreements. Then an even better idea struck him. Why not go further? "Uncle Georgi" did. Just before the second annual congress of Bulgaria's so-called "five-party" Fatherland Front he proposed a Balkan federation and customs union. When he invited representatives of Yugoslavia, Albania and guerrilla Greece to attend the congress it looked as though everything were set. But Uncle Georgi had forgotten who really runs things.

An editorial in Moscow's *Pravda* noted that it would be wiser for the Balkan satellites to concentrate on "strengthening . . . internal popular democratic forces" and forget a federation—which could become a rival Communist bloc outside the Kremlin's direct control. Premier Dimitrov, who was slapped down but not out, promptly indulged in dialectic self-criticism and found he was guilty of "overenthusiasm."

In a three-hour speech before 1,100 delegates and visitors ranging from party bigwigs to gypsies and visiting Stakhanovites he admitted his error (*lower left*). That done, he turned to old and familiar themes. While fierce klieg lights poured on the grease-paint make-up he uses to appear more robust, he attacked the Marshall Plan, the atomic bomb and the U.N. for not admitting Bulgaria. His proposal for "strengthening" internal democratic forces was to demand complete subservience of the four already subservient parties within the Fatherland Front. While he spoke and while the delegates staged a huge parade (*upper left*) the Associated Press's Wes Gallagher found the last real opposition in Bulgaria: the grave in a potter's field (*right*) of Nikola Petkov, leader of the once-powerful Agrarian party who was executed on Sept. 23.





TWO SCIO POTTERY WORKERS LOOK OVER ALL THAT IS LEFT OF THE PLANT ON DEC. 12, THE MORNING AFTER THE FIRE. LEW ONCE REFUSED \$3 MILLION FOR IT

SCIO, OHIO MAKES A QUICK COMEBACK

Everybody goes to work to rebuild
the pottery plant that supports it

One day last December a granite-jawed Ohio pottery manufacturer named Lew Reese was finishing preparations for the biggest Christmas party his plant had ever had. In less than 15 years Lew's business had grown from a row of tumble-down shacks into the nation's biggest producer of whiteware. To celebrate this success there was to be a big occasion with entertainers from the cities and free food and drink for all. There was even a rumor that Lew would give out his famous recipe for Plymouth Rock dressing. As part of the celebration Lew planned to take a few days off and go deer hunting. A neighboring farmer prepared for this by hanging a big sign on his cow reading, "DON'T SHOOT. THIS IS A COW." But

other neighbors reacted differently. They thought that if anybody deserved a little rest, Lew Reese did.

They had good reason. Most of them remembered another hunting trip, which brought Lew to Scio for the first time. That was in 1932, and grimy little Scio was slowly folding up. Its only industry, a pottery plant, had failed in the great depression, its population was down from 1,200 to 400. Lew saved Scio. They remembered him looking over the tumbling building, arguing his ideas for mass-produced chinaware, raising the \$8,000 and finally setting up shop. The early years were slim, but there were jobs again. The first winter Lew gave every employe a box of 39¢ chocolates as a bonus, the next he could



LOCAL DELEGATION (left to right), the school superintendent, mayor, druggist and banker, studies the ruins before leaving to go on a hunt for hard-to-get steel.



LOCAL GIRLS who ordinarily work in the plant push wheelbarrows through the ruins during the rebuilding. Everybody was paid a flat \$1 an hour, including Boss Lew.



BOSS LEW hands up a sheet of steel for one of the roofs. He worked so hard during the rebuilding that local citizens took an ad in the newspaper to plead, "TAKE IT EASY, LEW."



LEW REESE STANDS HAPPILY IN FRONT OF NEW PLANT ONLY 64 DAYS AFTER OLD ONE BURNED DOWN. PRODUCTION CAPACITY WILL BE INCREASED 11% BY MARCH 1

afford hams and pocketbooks. But then his theories really proved themselves. In 1946 bonuses totaled \$705,000. Now there was work for everybody. And the pottery with high wages, a good cafeteria, even tennis courts, was a wonderful place to work. Everybody agreed that Lew deserved his vacation.

But 11 days before the party all that was changed. At 4:30 o'clock on Dec. 11, exactly 15 years to the hour after Lew had started to rebuild the old plant, a fire started in an overheated pipe over a kiln. Two hours later, with more than eight fire departments pumping the nearby pond dry, the pottery was a smoldering rubble (*above left*). Lew had no fire insurance. Because of poor water supply, rates were

so high that it would have cost him around \$40,000 a year.

Surveying the mess, Lew reacted as expected. Said he, "We'll build her up better than before." That was when Lew's bonuses and tennis courts paid off. Forgetting their promised Christmas present (\$400,000), some of the workers offered their last pay checks to help rebuild. Then everybody in the town set to—the minister shoveled debris into the saloonkeeper's wheelbarrow, the banker welded steel sheets on a roof in below-zero cold, the women's clubs set up canteens. Lew fixed a building schedule of only 64 days, in order to reopen exactly on the 15th anniversary of his first producing day. It

looked impossible. But when a local delegation went out to get materials, steel companies responded by providing Quonset buildings, railroads by running freight trains right up to Lew's little siding. Companies and whole towns sent hot dogs and cement blocks, coffee and chewing tobacco. Scioans worked through Christmas, New Year's, sometimes around the clock, to make the deadline. On Friday, Feb. 13, exactly 15 years from the day Lew produced his first chinaware, cup No. 420,480,001 came rolling down the conveyor belt.

Lew threw his big party only two months later. And he even got his deer. It had been shipped to him as a present from a hunting camp up in Canada.



THE FIRST CUPS made after reopening of the plant delight Boss Lew and a worker. Reese had some of the new cups stamped as souvenirs for the employees to take home.



THE CAKE, topped by Reese cup, is cut by Lew. He usually wears a work shirt, hunting pants, galoshes, gets razed by employees if he puts on a white shirt or necktie.



THANKS FROM LEW (*right*) are posted on the plant door. After the fire he got offers to move to a new pottery in other towns. But Lew determined to stay where he was.

STRANDED HOGS OUTWIT THE NAVAL RESERVE



ATTEMPTED RESCUE of 53 hogs, stranded on Feb. 16 when Cumberland River overflowed, begins when Nashville, Tenn. Naval Reserve unit approaches island farm.



ROUNDUP BEGINS as the sailors drive the hogs to ramp of LCVP with clubs. A maverick hog has just charged through the legs of the sailor clutching his cap (right).



HERDED HOGS begin to enter the landing craft after roundup. Canny sailors had scattered some corn on the bottom of the boat as "bait" to keep the hogs from leaving.



ESCAPING HOG charges past a falling sailor (center) and gets an ineffective blow on the head from another sailor (right). Most of the hogs got away after grabbing food.



TRIUMPHANT HOGS gather on a remote crest and defy sailor (background) who has rolled up his trouser legs to wade out in water and shoo them back aboard the craft.



DEFEATED SAILORS ignore only captive, an unconcerned shoat which finished "bait" (above), then marched ashore. Later Navy gave up rescue and flood receded.



Here's a really great "combination"—
Victrola 710V2 plus your favorite
RCA Victor recordings! Hear the newest
Kreisler Album—"These Are My Favorites."

Designed for the perfectionist with an eye for Value

...this magnificent Victrola Radio-Phonograph with the RCA Victor

"Golden Throat"



Victrola 710V2 plays on AC, has convenient roll-out automatic record changer and tilt-out radio, 3-point tone control. Fine mahogany finish cabinet with room for up to 80 records. See it at your RCA Victor dealer's.

ONLY RCA VICTOR MAKES THE VICTROLA
When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all at 36 West 49th Street.

You've been promising yourself an instrument like this... now RCA Victor makes it possible for you to own one at a *sensible, why-not-now* price!

Here's the glorious "Golden Throat" with its truly incredible fidelity... here's laboratory-perfect standard reception, here's RCA Victor's *own*, static-free FM, Frequency Modulation at its finest.

Here's record playing such as you've dreamed about... a fine *new* automatic record changer designed by RCA Victor

for precision-handling of twelve 10-inch or ten 12-inch records. It has passed an operational test of 3000 hours! Has exclusive "Silent Sapphire" permanent point pickup—no needles to change.

And purely aside from the technical excellence of this music lover's delight, its cabinet is distinguished in line, in workmanship... in beauty of finish... in "good taste" for life!

Obeys that wonderful impulse!... See this RCA Victor triumph today! Costs less, much less than you'd think!

"Victrola"—T. M. Reg. U. S. Pat. Off.



**FINEST TONE SYSTEM IN
RCA VICTOR HISTORY...**

This exclusive 3-Way Acoustical System made radio history in thrilling public tests of tonal fidelity. Even trained musical ears could not tell the performance of the "Golden Throat" from that of a living musician.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA





"Symbol of Outstanding Character"

"CHARACTER" is what sets one apart—from all the rest. The outstanding character of Paul Jones whiskey is apparent at the very first sip. For Paul Jones is made in the slow, old-fashioned way—to give your drinks especially rich, hearty flavor!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



THE PRINCESS NILOUFER WEARS A RICH SARI OF APPLIQUÉ CREPE BUT FEW JEWELS, EVEN THOUGH FATHER-IN-LAW HAS VAULTS FULL OF DIAMONDS AND RUBIES

HYDERABAD BEAUTY

The daughter-in-law of the Nizam
adorns social season in London

The social season in London this winter was embellished by the appearance of one of the world's most beautiful women, Her Highness, the Princess Niloufer of the princely state of Hyderabad in India. The princess visited friends, had her portrait taken (*above*) and flew back home after her beauty and her social doings had been fulsomely reported in London's society magazines. An Indian only by marriage, the princess is descended

from a Turkish sultan and is a grandniece of the last caliph of the Moslem world. She is the wife of Prince Muazzam Jah, second son of the Nizam of Hyderabad, and lives in an ornate palace near the home of her father-in-law, who is the ruler of the last big state to hold out against incorporation in the Dominion of India. The Nizam, thought to be the wealthiest man in the world, likes to spend his time having his jewels moved from vault to vault.



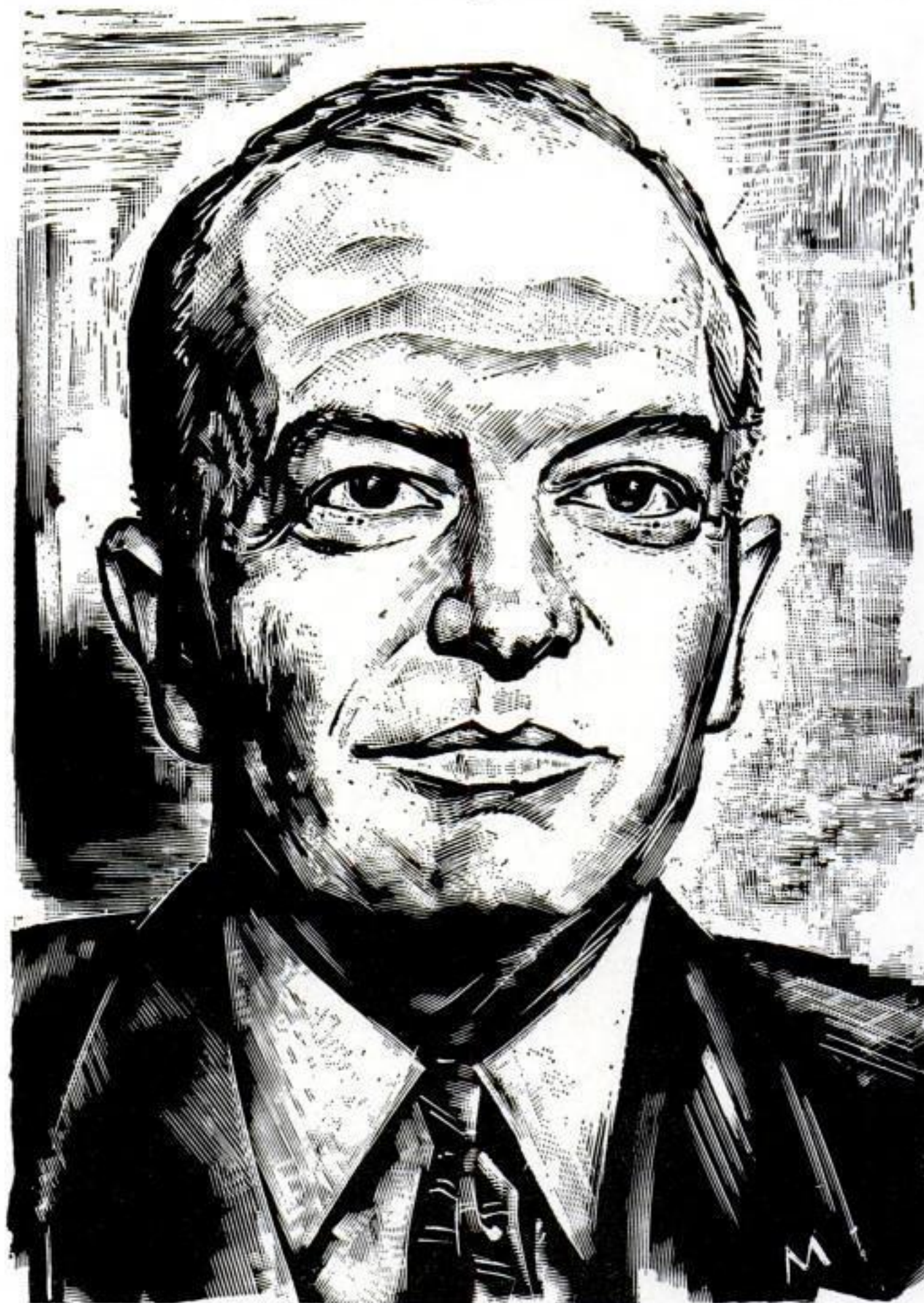
HE GREW UP ON MIDWEST FARM, UNDERSTANDS RURAL PROBLEMS



AS GOVERNOR HE MADE PEACE BETWEEN LABOR AND INDUSTRY



HE WAS A DELEGATE TO SAN FRANCISCO U.N. CONFERENCE



HAROLD EDWARD STASSEN OF MINNESOTA



HE SERVED TWO YEARS WITH ADMIRAL HALSEY (LEFT) IN PACIFIC, WON LEGION OF MERIT AND BRONZE STAR



HE EARNED HIS WAY THROUGH COLLEGE AS GROCERY CLERK



HE TWICE HEADED NATIONAL CONFERENCE OF GOVERNORS



HE MET STALIN IN KREMLIN, SAW COMMUNISM FIRSTHAND

The Case for STASSEN

He could swing the independent liberal vote that the Republicans will need to win the presidency

by ROSCOE DRUMMOND

THE frankest way to make the case for Harold Stassen as the next U.S. President is to begin by making four admissions: Governors Thomas E. Dewey of New York and Earl Warren of California have each had greater administrative experience; Senator Robert A. Taft of Ohio has had greater legislative experience; General Douglas MacArthur has had greater military experience; Senator Arthur Vandenberg of Michigan has had greater experience in foreign affairs.

To make these honest admissions is in keeping with the candor of Stassen's approach to politics. It will not surprise Mr. Stassen to see the case for his candidacy opened with these unpolitic admissions. His attitude is unique. Few presidential candidates have admitted during campaigns that they did not know everything about everything. Honest humility is a very rare quality in politics.

But these admissions, fair and factual as they are, do not damage the Stassen candidacy. Stassen's record easily stands scrutiny; he need not campaign by minimizing his competitors. The plain fact is that Stassen's *total* experience excels that of any one of his opponents. Certainly he has had far more foreign-policy and military experience than Governor Dewey. Three times governor of Minnesota, he has had far more administrative experience than Senator Taft. In the military field his two years of combat service under Admiral Halsey have given him a fuller military background than any other civilian presidential aspirant. Stassen may not have the intimate foreign-policy experience of Senator Vandenberg, but he was one of the strongest members of the American delegation to the U.N. San Francisco Conference. And he is the only candidate for the Republican nomination who has dealt with Stalin at firsthand, as well as the only one who has made the grand tour of postwar Europe.

Thus Harold Stassen exceeds all his competitors in sum-total experience. He is not a specialist candidate for the nomination. To his supporters it seems an objective fact that he is the best-equipped candidate available to the party and the country.

Harold Stassen has practiced the art of government nearly all his life. In 1928 his burly, overalled father, Farmer William Stassen, accepted the post of Dakota County Republican chairman with the understanding that Harold, then 21, "would do all the work." Stassen, now 40, has been doing political work—and succeeding at it—ever since.

Physically, in hulk and agility—he is 6 foot 3 and weighs 210 pounds—Stassen is molded along the lines of Gene Tunney, and he plans his campaigns far ahead, as did Tunney, with a plan for the 11th round as well as the first. A big man, he has only a faint trace of paunch. He has light, thinning blond hair; large, steady blue eyes, and a quickness of manner and movement that belie his size 17 collar and size 12 shoes.

His suits, always double-breasted, always blues and browns, are usually

CONTINUED ON NEXT PAGE

THE REPUBLICAN CANDIDATES

In the second of a series of articles on the contestants for the Republican party's presidential nomination, Roscoe Drummond presents the arguments for ex-Governor Harold Edward Stassen of Minnesota. On the opposite page the strong points in Stassen's case have been visualized by Hans Alexander Mueller in the style of the campaign posters that helped General U. S. Grant defeat Horace Greeley in 1872.



MOST ACTIVE G.O.P. CANDIDATE, STASSEN HAS TRAVELED 130,000 MILES, MADE 420 SPEECHES

Of America's leading Cigarettes

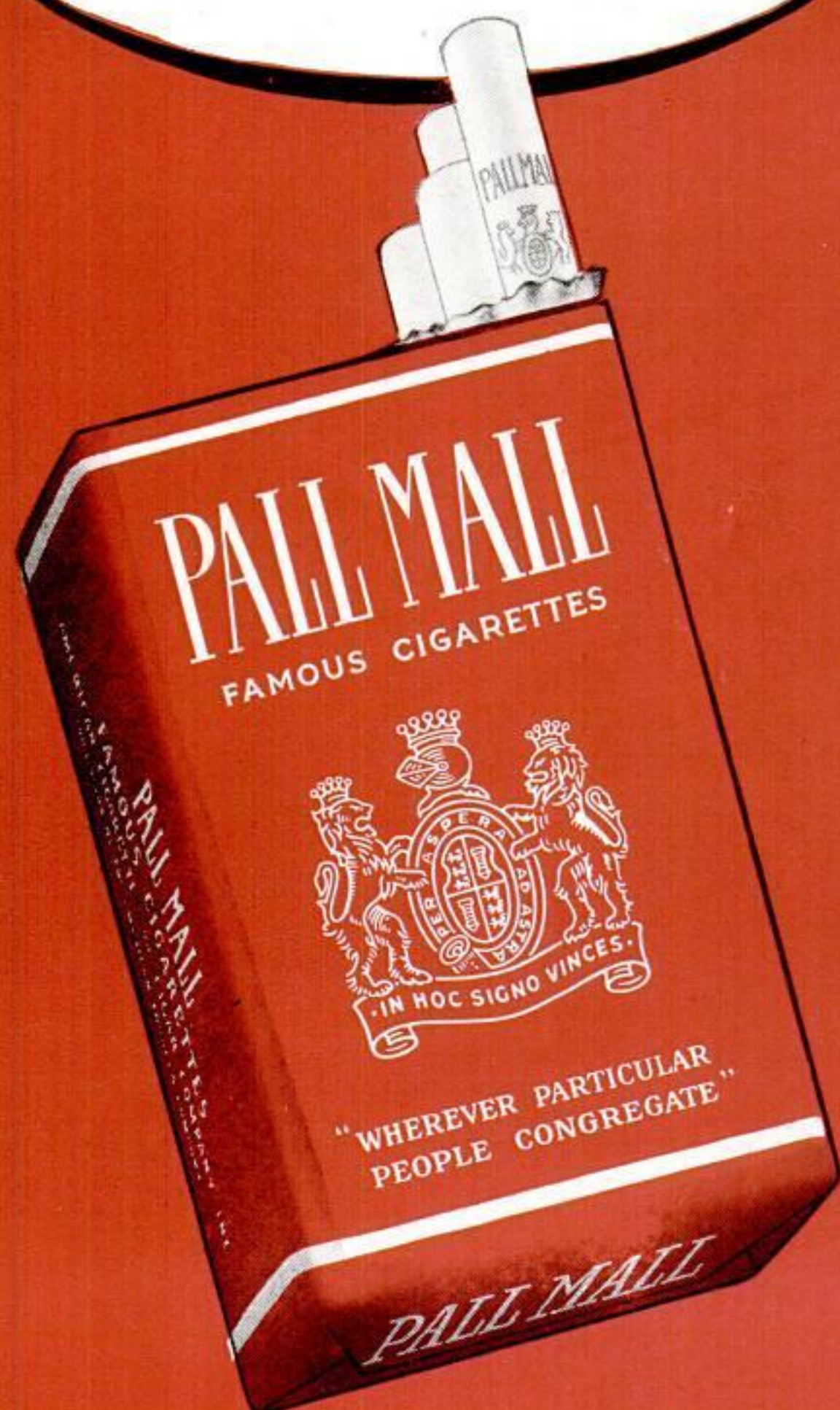
one is

OUTSTANDING

Have you noticed how many of your friends have changed to PALL MALL? There's a reason.

PALL MALLS are good to look at — good to feel — good to taste — and good to smoke! PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this longer, finer cigarette ... gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the longer, finer cigarette in the distinguished red package.



*-and they are
mild!*

THE AUTHOR: ROSCOE DRUMMOND



Roscoe Drummond has been a newspaperman all of his working life. He got his first job, campus correspondent for the *Syracuse Journal*, when he was a freshman at Syracuse University. After he graduated in 1924 he went to work for the *Christian Science Monitor* of Boston. He has been with the *Monitor* ever since. From 1930 to 1933 he was in London as chief European correspondent, then became executive editor of the *Monitor* for five years. Since 1939 he has been chief of the paper's bureau in Washington. There he has become recognized as one of the most astute observers of the U.S. political scene.

STASSEN CONTINUED

store-bought, picked from a rack. He always keeps his coat on, however small or informal the group, and always keeps it buttoned, however hot the day. He does not diet to keep down his weight, but he has not gained or lost more than a pound since the end of the war. He is a light breakfaster, with one egg when he has a heavy schedule; his big meal is in the evening. He drinks coffee heavily all day long, but he doesn't smoke and he rigidly limits his social drinking.

Stassen's intimates and his audiences—he usually attracts large crowds—find him disarmingly candid, direct and likable. He is rarely witty, but this is not fatal in a politician or a president. George Washington was pretty humorless, and Franklin Roosevelt's satiric cracks were offensive to many. Stassen is not a great orator or a gifted phrasemaker, but he does have the knack of clarity, presenting complex matters simply. On the platform he does not act: he stands erect and still, using a short, upward gesture with pointed finger. His vigor, his clarity and his obvious supreme confidence in the American future are the qualities that hold his audiences.

The most discerning tribute to his character comes from Washington correspondents, those skeptics who are alert to detect artificialities in public men, but who have noticeably avoided ironic criticism of Stassen. The reporters never ridicule Stassen, and this is a rare tribute in itself.

During Stassen's recent 6,000-mile tour by plane through 12 Southern and Western states, this item appeared on the detailed itinerary furnished by his staff to the accompanying correspondents, "Quiet day in Denver. Morning church, afternoon hike." To the press, that had all the earmarks of a bid for the religious vote and an invitation to the photographers. But it developed that that was just the way it was, with no publicity. And in last summer's American Legion parade up Fifth Avenue in New York City, when most state governors, politicians and celebrities rode in huge Cadillacs, Stassen footed it all the way—in the Minnesota ranks, without ballyhoo.

From farm to state capitol

BESIDES his physical well-being, Stassen enjoys remarkable mental and spiritual balance. This gives him a simplicity that is never forced and a detachment that helps him appraise himself objectively. A radio correspondent recently confronted Stassen with Arthur M. Schlesinger Jr.'s searchingly critical review of his new book, *Where I Stand*. He wanted to know what Stassen thought of the review. "What do you think?" Stassen asked. The radio commentator said he thought a lot of it was valid. "I think so, too," Stassen replied.

Stassen's balanced view of himself, his reserve of good health and his understanding of plain people are inevitable products of his breeding and upbringing. His parents, through whose blood run strains from Norway, Czechoslovakia and Germany, were hard-working, successful truck farmers in West St. Paul when Harold, the third of four sons, was born on April 13, 1907, and they still operate their farm today. His brother William is a sheet-metal worker, brother Elmer a grocer and brother Arthur a state employee; his tall, attractive sister, Mrs. Rollin Crawford, manages his St. Paul office.

The Stassen family had to work to live. In 1921 his father fell ill. Harold delayed going to college and took over the family farm for a year. Then, to support himself for six years at the University of Minnesota and its law school, Stassen worked at every kind of

CONTINUED ON PAGE 45

The happiest brides have

Community

Spring in your heart . . . stars in your eyes
... this is *your* day . . . to cherish for keeps!
For keeps, too, happy bride, you'll treasure
the proud craftsmanship, the friendly beauty
of your precious, hospitality-inviting Community,
beloved by brides of long ago . . . and today.
Community patterns are distinguished, in good taste.
Community's famous "Overlay" of solid silver
keeps your table an enduring delight.
And fine jewelers are showing Community
dinner services in four loved patterns†
thoughtfully priced to bless the bride's budget.
(No Federal Tax)

If it's Community*...it's correct!

†(Pattern not illustrated—*MILADY)

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1948 ONEIDA LTD.

"First new kind of tire in



For the smoothest, safest ride you've ever had, more mileage and greater car economy, switch to Super-Cushions — whether your car is old or new. They'll make a big differ-

ence in its road performance. So, see your Goodyear dealer now. If he doesn't have Super-Cushions in your size at the moment, he'll be getting them in soon.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

The new *Super-Cushion*

15 years!" car makers say

GREAT NEW SUPER-CUSHION RUNS ON ONLY 24 POUNDS OF AIR; GIVES INCREDIBLY SOFTER RIDE, EASIER, SAFER CAR HANDLING; LENGTHENS LIFE OF YOUR CAR



Take it from the auto men! "This tire makes a great improvement in the operation and performance of the modern motor car!"

That statement wasn't made by Goodyear engineers. It was made by *automobile* engineers—men who design and test cars for America's leading auto makers. Openly aston-

ished at the performance of Goodyear's new Super-Cushion, they quickly adopted it for their new cars.

And once you've had the luxurious new experience of riding with Super-Cushions on *your* car, we believe you'll never again be satisfied with conventional tires.

Here's why...

CONVENTIONAL TIRE



SUPER-CUSHION



1. A softer ride—and a wonderful new ease and safety in car handling!

The Super-Cushion is bigger and *softer* than conventional tires. It contains *more* air—but runs on *only 24 pounds* of air pressure instead of 28 to 32.

So you get a noticeably smoother, *softer* ride—on good roads and bad. And these tires make a car handle with an ease and stability you've never felt before!

Your car *hugs* the road. It seems to *float* in and out of traffic, to *flow* around curves. There's less side-sway, less tug and jar on the steering wheel. You get an *altogether new feeling of driving security*—of *effortless mastery* over your car!

2. First tire to lick lateral shock—cuts down car maintenance costs!

Conventional tires and springs protect your car against up-and-down road shock. But till Goodyear developed the Super-Cushion, lateral (crosswise) shock was one of the few problems in the modern motor car that had never been licked.

Bigger, softer Super-Cushions *soak up* these crosswise jolts and shocks, *soak up* vibration. Naturally, this means less driving fatigue.

But it also means less stress and strain on every part of your car. *It means fewer rattles, fewer repair bills. It means these tires actually lengthen the life of your car!*

3. Super-Cushions give greater mileage—have extra resistance to blowouts!

Super-Cushions run *cooler*, so they build up less pressure and consistently average *more mileage than the finest standard tires!* (Heat, you know, is a tire's worst enemy.)

Because they're softer, they "roll with the punch," are harder to cut or bruise, have extra resistance to blowouts.

Two other big Super-Cushion advantages:

On a small car, they give you the ride and feeling of security you get in a big car.

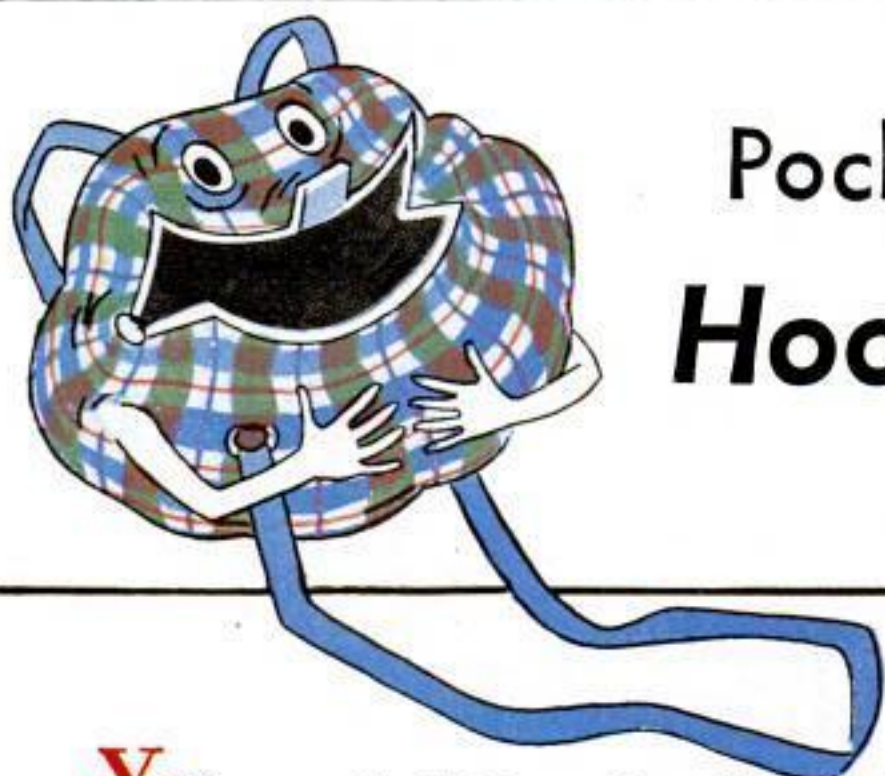
They're so much bigger that they dress up the appearance of *any* car—large or small!

on by **GOODYEAR**

Super-Cushion T.M.—The Goodyear Tire & Rubber Company



Family says:
What a Meat Loaf!



Pocketbook says:
Hoo-ray for savings with



YES — meat loaf *this* way is really something delicious!

Because it has the tantalizing tomato tang of rich, flavorful Hunt's Tomato Sauce. The cooking sauce that's *all* tomato. Already *kettle-simmered* for you — with delicious spices.

And thrifty? Say! It takes more than *four* plump, fresh tomatoes to make one can. Yet Hunt's costs you only *a few cents!*

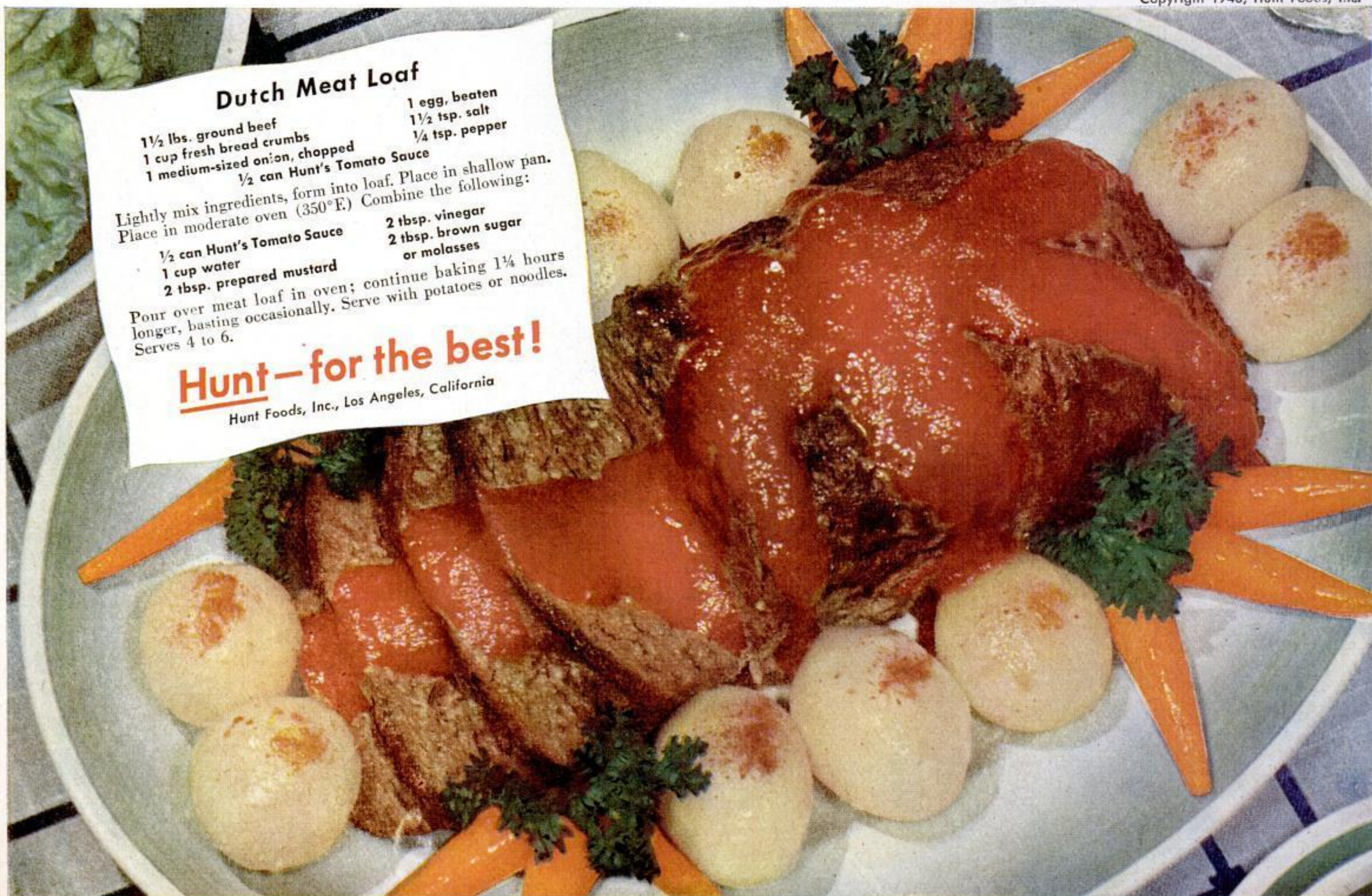
Just add Hunt's Tomato Sauce to your favorite recipes. See how it sparkles up stews, spaghetti, rice, soups, fish, eggs, macaroni, gravies...

And *leftovers*. Hunt's is a "find" for dressing up your leftovers!

Get several cans at your grocery. You'll be delighted with this delicious meal stretcher. For a few cents a can!

The wonderful cooking sauce
from California

Copyright 1948, Hunt Foods, Inc.



Dutch Meat Loaf

1½ lbs. ground beef
1 cup fresh bread crumbs
1 medium-sized onion, chopped
½ can Hunt's Tomato Sauce
1 egg, beaten
1½ tsp. salt
¼ tsp. pepper

Lightly mix ingredients, form into loaf. Place in shallow pan. Place in moderate oven (350°F.) Combine the following:

½ can Hunt's Tomato Sauce
1 cup water
2 tbsp. prepared mustard

2 tbsp. vinegar
2 tbsp. brown sugar
or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve with potatoes or noodles. Serves 4 to 6.

Hunt — for the best!

Hunt Foods, Inc., Los Angeles, California



STASSEN'S NAVAL DUTY under Admiral Halsey included mission to rescue Allied prisoners in Japan. Here he checks PW lists at camp near Tokyo.

STASSEN CONTINUED

odd job—grocery clerk, pan-greaser in a bakery, conductor on the Chicago, Milwaukee, St. Paul & Pacific Railroad. Working people are not just statistics to him; they are people he has worked with.

When Stassen became attorney of Dakota County in 1930, he heard that distressed dairy farmers were talking of using violent methods to get fair prices for their milk. He attended a farmers' meeting to see what could be done. "Block the highways, spill the milk," one speaker urged the gathering. "If the county attorney gets in the way, run him out."

But Stassen would not be run out. He pushed his way to the platform and announced, "I'll prosecute any act of violence which is committed." But he also said, "If you will appoint me your attorney, I'll represent you without fee and do everything I can to help you get justice." He did. There was no violence. He got milk prices upped 30¢ per 100 pounds—with no increase to the consumer.

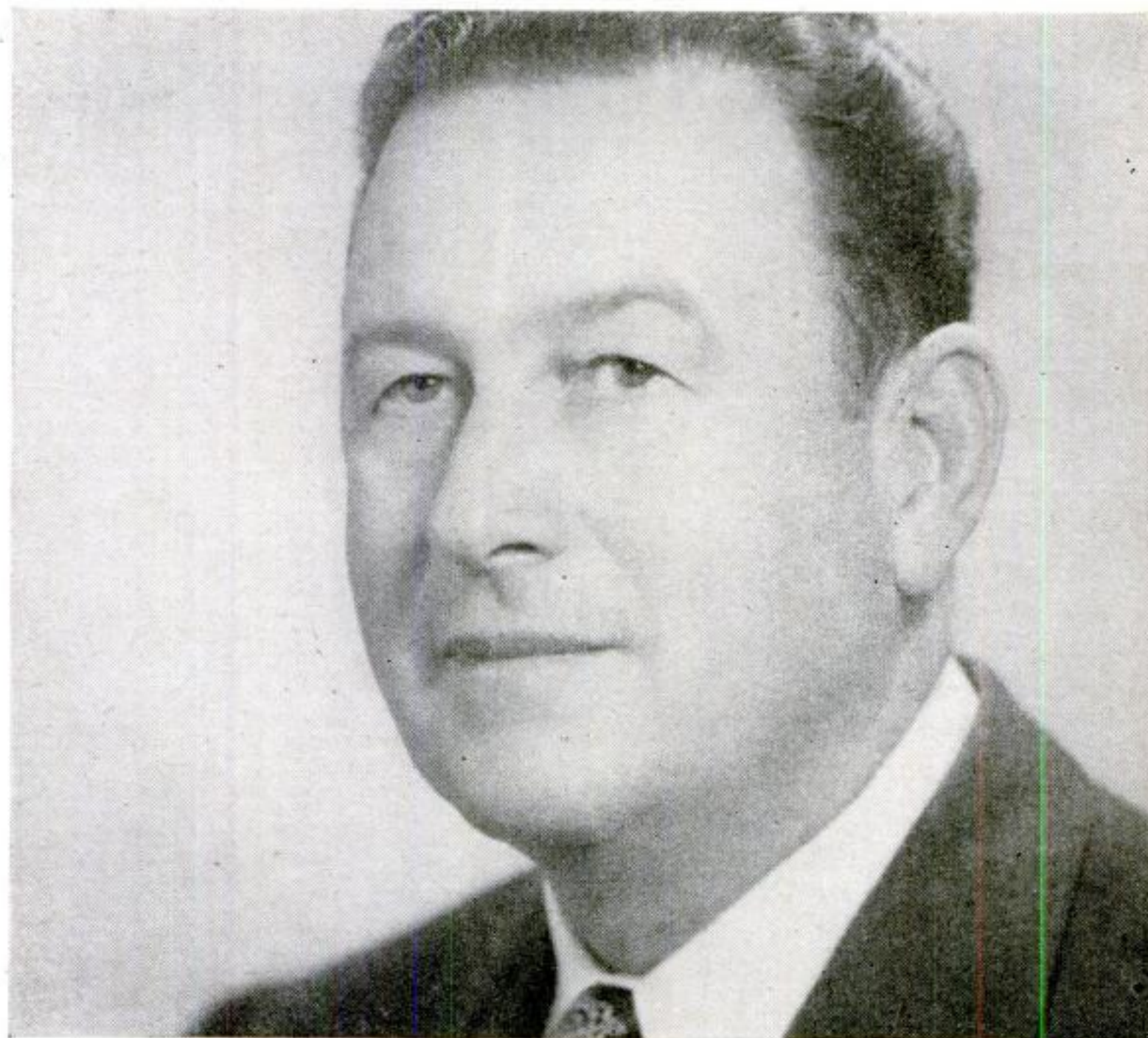
The sensible humanity of his approach gave the voters of Minnesota confidence in Stassen. As a result he was able to carry the G.O.P. to victory three times in his state, winning in spite of the national trend that kept re-electing Roosevelt and coattail riders of the New Deal. As governor he replaced a socialistic, class-conscious Farmer-Labor administration with a progressive, solvent and humane Republican administration which ultimately won even the support of labor leaders. The top command of the A.F.L. supported him in 1940, and both the A.F.L. and C.I.O. leaders supported him in 1942—although he had never amended by one particle his Minnesota Labor Peace Law (in its provisions a forerunner of the Taft-Hartley Act), which they had earlier called "The Stassen Slave Law."

He gave Minnesota industrial peace

IN Minnesota Stassen showed that he could create a political climate favorable to both labor and capital. He earned the respect of the greatest number on both sides in the old labor-management controversy. As an advocate of free enterprise, he worked to guarantee the citizen protection against abuses by both capital and labor, with further guarantees of security against unemployment and old age.

Stassen put an end to four terms of Farmer-Labor government in Minnesota at a time when the state was experiencing the most serious industrial unrest in the whole U.S. and faced the prospect of class strife of ominous intensity. He dealt with the trouble-making Communist leaders by appealing directly and persuasively to the unemployed they were trying to mislead and by correcting the conditions which were breeding radicalism. Shortly after his inauguration an organized mob marched on the capitol

CONTINUED ON NEXT PAGE



William P. Welch, President
National Association of Insurance Agents

What you should **Expect** from your local insurance agent:

YOUR LOCAL INSURANCE AGENT is a specialist in protection. His career is devoted to safeguarding you, your family, your property, your valuables. Residing near you, he shares community responsibilities; contributes to civic improvement.

He is available quickly to counsel with you, to recommend specific kinds of protection on a friendly, neighborly level. Most of all, he is at hand to aid you when trouble strikes.

There are definite ways in which your insurance man can and should serve you. There are

basic things you should expect from him, and among them are these important services:

- A careful analysis of your protection needs, and a detailed explanation of all the insurance coverages available to you for your complete protection.
- A thoughtful placing of your insurance in the strongest companies in the country.
- A periodic review of your insurance coverages to make sure that you are protected adequately at all times.

For your own security be sure to select an insurance man who can give this service.

William P. Welch

THESE FIVE COMPANIES COMPOSE THE AMERICA FORE INSURANCE GROUP

CONTINENTAL * FIDELITY-PHENIX * NIAGARA * AMERICAN EAGLE

FIDELITY AND CASUALTY COMPANY OF NEW YORK

BERNARD M. CULVER • FRANK A. CHRISTENSEN
Chairman President

America Fore
INSURANCE GROUP

Look! There's more than beauty IN THE NEW

Certified Lamps



**You'll get more light and
better quality lighting!**

See for yourself! Of course you'll admire their superb styling. But lift the shade of one of the new Certified Lamps and you'll see at a glance that they're different from any lamp you've seen. For these amazing new lamps have been carefully engineered to give you *much more light and more pleasing light* for easier seeing, greater eye comfort.

The latest product of more than 100 of the country's leading portable lamp manufacturers, Certified Lamps are built to over 105 exacting specifications . . . checked and certified by famous Electrical Testing Laboratories. You'll find prices to fit your purse—styles and types to fit your home. Ask for Certified Lamps—the greatest lighting values ever offered—wherever good portable lamps are sold.

... and they use Certified Ballasts too!

Naturally, Certified Ballasts are used in all Certified Lamps with the new circular fluorescent tubes. The ballast is the all-important, controlling element of fluorescent lamp performance, even though it's usually concealed where you can't see it. For you, Certified Ballasts assure safe, cool, noiseless operation . . . longer lamp life . . . more light from your lamps. *Wherever fluorescent lighting is used, Certified Ballasts assure greater satisfaction.*



FREE A helpful folder that shows 9 ways to place lamps for smarter interiors, easier seeing. Write to:

**CERTIFIED BALLAST
MANUFACTURERS**

Makers of Certified Ballasts
for Fluorescent Lighting
2138 KEITH BLDG., CLEVELAND 15, OHIO



ON RUSSIAN TOUR last year Stassen inspected buildings in Leningrad (above), visited munitions plants in Urals and interviewed Stalin in Kremlin.

STASSEN CONTINUED

to protest against relief methods. Stassen did not call on the police. He invited their spokesmen to state their case in his office. After listening, he went with them to address the mob from the state-house steps. The crowd booed. After the booing died, he said, "That's one nice thing about this country. You can boo your officials without getting pushed up against a wall and shot." Then he discussed the relief problem frankly, admitting some faults and pledging to do his best to correct them. He was cheered when he finished—and he carried through his promised reforms, to the dismay of the Communist leaders.

Harold Stassen created a new atmosphere and was rewarded with the greatest popular pluralities ever given a Minnesota governor. But his major achievement was that he operated without rancor and without turning the clock back to reaction. He founded an honestly progressive administration with manifest goodwill toward all groups.

The argument of the people who now back Stassen is that he could do the same job on a national scale; that he would be the most effective instrument with which the Republican party would terminate in 1948 four terms of New Dealish government in the nation.

It is easy enough to show that Harold Stassen is, in the old nominating phrase, "a true man of the pee-pul." He is unpretentious, a man of plain and homely tastes, a good family man, well-educated but not over-educated, well-dressed but not over-dressed—all characteristics that the American voters traditionally are supposed to like. And it is easy to show that he has the qualities of moderation that the voters respect—the plain piety of an honestly religious man who does not need to end every address with an invocation; an honest liberalism without any of the radicalism that Americans have learned to suspect; and honest conservatism in the best sense, of preserving the fundamentals of the American system.

These are all sound qualities. But are they enough?

One great political lesson of our times is that the voters will sacrifice every other consideration in a candidate for a single condition: the capacity for imaginative leadership. In Stassen's judgment the three great tasks for American leadership are:

1. To keep the American system of modern capitalism strong and stable, to avoid any serious economic crash, to make sure that free enterprise includes humanitarianism.
2. To provide a firm, calm and consistent conduct of foreign policy calculated to defeat totalitarian concepts in the world—without war.
3. To face frankly the reality that if the spread of totalitarian concepts cannot be stopped without war, then the nation must maintain its victorious leadership through war.

Stassen has said to Americans and Europeans, and he told Stalin himself during their conversation in the Kremlin, that America's "free capitalistic system, wisely regulated but not unduly burdened," is capable of avoiding crises and crashes, recessions and depressions. Stassen knows that the U.S. can do most to build a secure peace by remaining strong at home.

He would bring to the great tasks of the government the humanity

CONTINUED ON PAGE 48

This NEW DISCOVERY gives you Hot Water "Packaged-in-Glass"

FOR EVERY HOME USE you can have cleaner, purer hot water . . . heated and stored in a water heater that's sanitary as a clean drinking glass!



*No Rusting-
No Corroding*

"Packaged-in-glass" hot water is a remarkable development in automatic water heating, based on years of research by A. O. Smith scientists. Water is actually "packaged" in a tank of *glass-fused-to-steel*. Sparkling blue and mirror-smooth, it CANNOT rust or corrode . . . under *any* water condition.

This unique tank does away with tank rust that ruins your laundry . . . corrosion dirt that stains water and fixtures. You have a constant supply of water that is always ready, always hot, always *clean*.

This is just one of a dozen advantages built into the *Permaglas* Water Heater. Connections and controls are concealed. The exterior is smooth white enamel-baked-on-steel. Heating units are the most economical devised.

See *all* the features of this truly modern water heater at leading public utilities, merchant plumbers, and better appliance dealers.

Or write the nearest A. O. Smith office below for complete information. Indicate gas or electric.



Permaglas

TRADE MARK REG U S PAT OFF

WATER HEATERS

A. O. SMITH Corporation • New York 17 • Atlanta 3 • Chicago 4 • Houston 2 • Seattle 1
Los Angeles 14 • International Division: Milwaukee 1
Licensee in Canada: John Inglis Co., Limited

Manufacturers also of better zinc-lined *Duraclad* and *Milwaukee* Water Heaters

Now I...
**Clean and
 Wax my
 Floors**
Standing Up!



**Back-Saving New Bruce *Doozit* Makes
 Linoleum and Wood Floors Sparkle!**

Imagine! Now you can have spotlessly clean, lustrously waxed wood and linoleum floors *without* old-fashioned, down-on-your-knees scrubbing! You simply pour a little wax-rich Bruce Floor Cleaner... a few effortless strokes of the long-handled Bruce Doozit do the rest.

The Doozit's magic pad does the work! It whisks away dirt and dullness in *minutes*, yet is safe for even the finest finish. Waterless Bruce Floor Cleaner combines effective dirt-chasing agents with a rich, non-slip wax base, dry-cleans and beautifies at the same time. Get these Bruce work-savers today... clean and wax all your floors the modern way—*standing up!*



The Bruce Doozit is only \$1.89 at stores everywhere. Long-wearing, easily replaceable pads 19c each. Bruce Floor Cleaner, 68c qt.—slightly higher in the West.



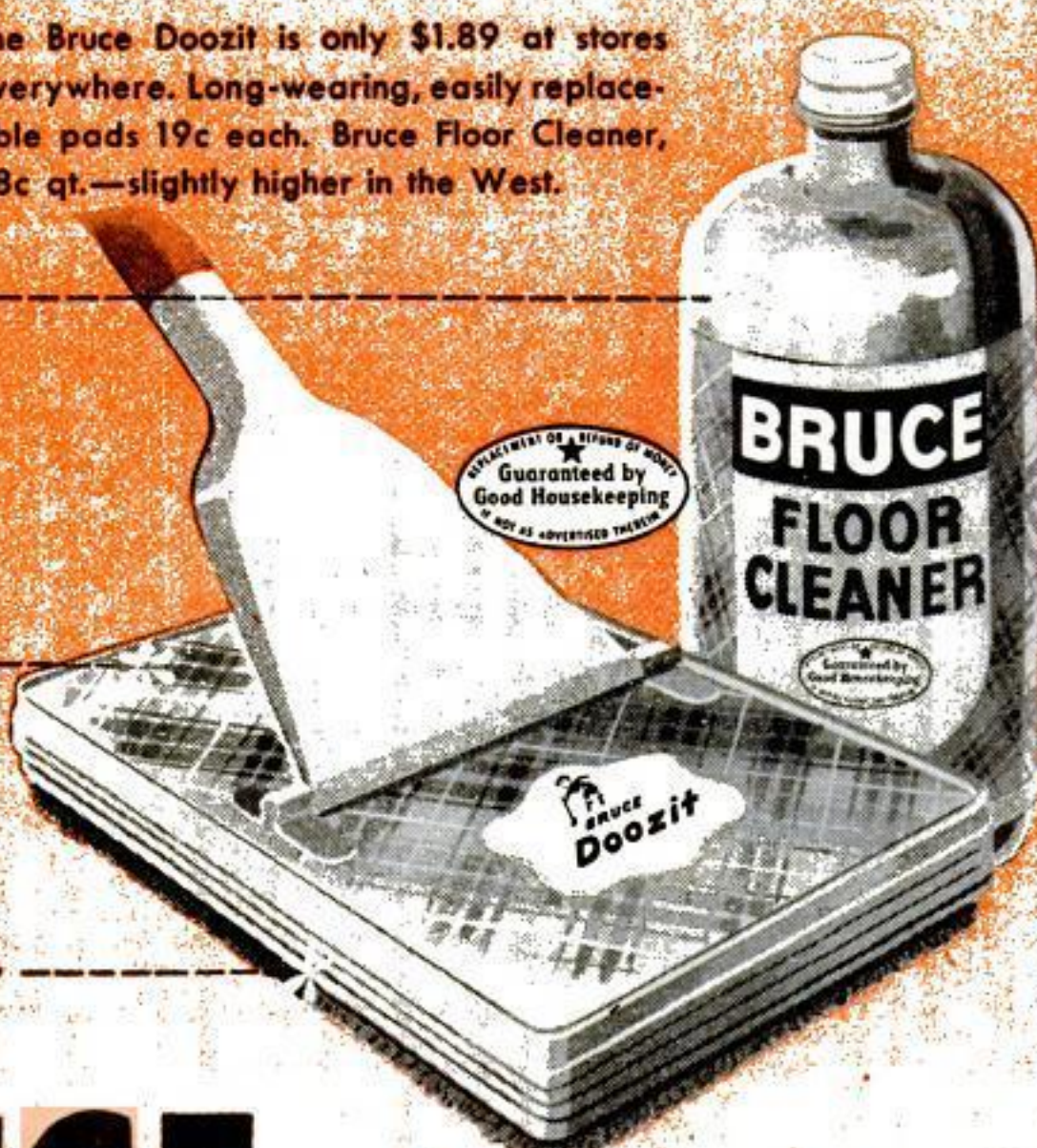
just pour



clean

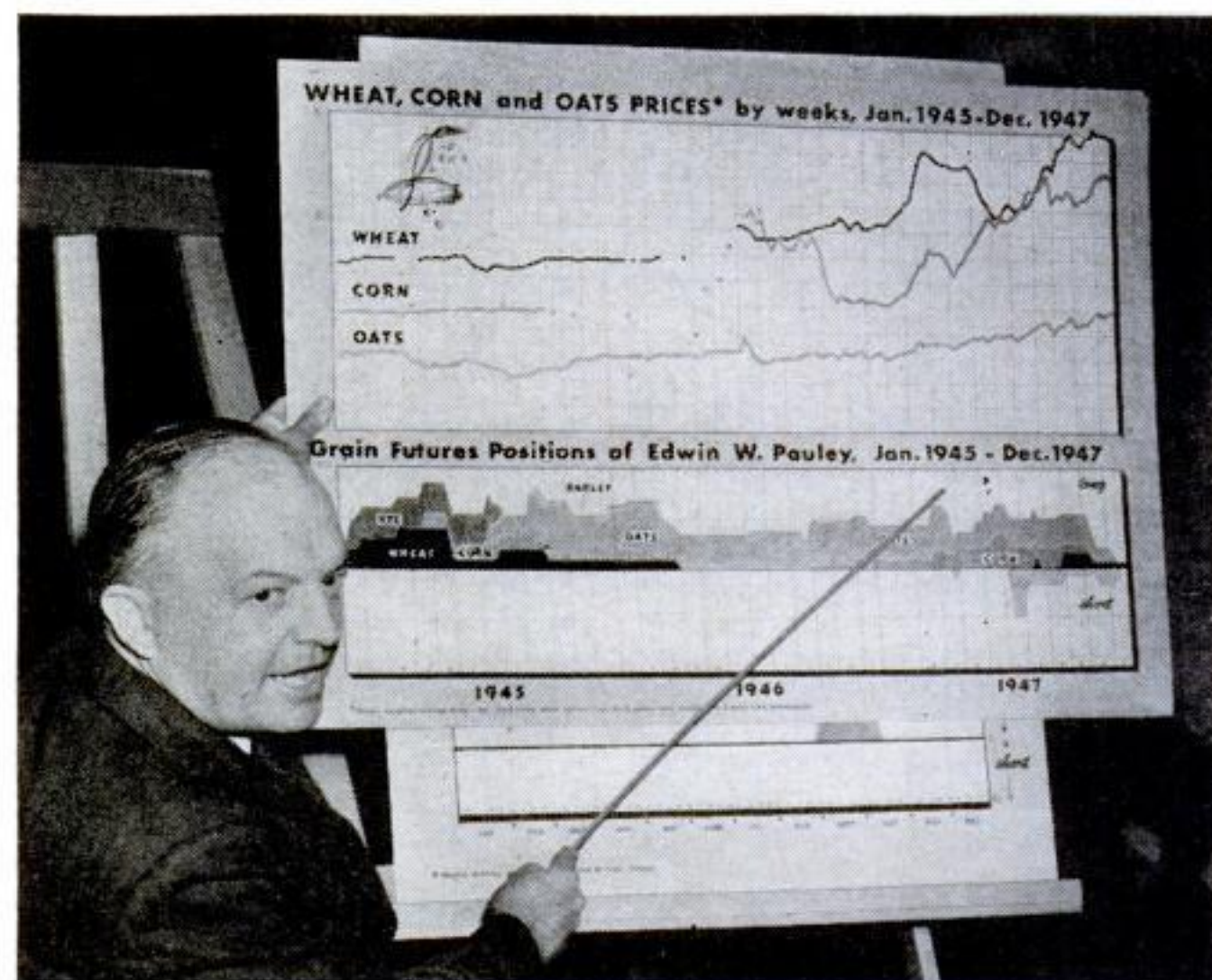


then polish



BRUCE *floor products*

Liquid, Paste, Self-Polishing Waxes, Floor Finish, Linoleum Seal
 E. L. Bruce Co., Memphis, Tenn. • • • World's Largest Maker of Hardwood Floors



STASSEN TESTIFIED during Senate probe of grain trading, accused Edwin Pauley of shady deals. Charges touched off stormy series of Senate hearings.

STASSEN CONTINUED

of approach that has given him his international reputation as a liberal. In the winter of 1945 he gave his name and assistance to the Committee to Aid the Families of General Motors Strikers. He knew this action would bring criticism; he knew it would cost him political support. But he would do it again.

He argues: "Anyone who investigated the facts would agree on the impelling humanitarian importance of granting this aid."

"Veterans of World War II who had just returned from service, particularly if they had served as privates or seamen, had no accumulation of war bonds or wartime savings. If they were ambitious and went to work for General Motors soon after their discharge and were caught in the strike they had no resources to fall back on. Because they were unemployed due to a strike even though it was no fault of their own, they were ineligible for unemployment compensation."

"Thus the veteran across the street who was taking it easy and did not try to go back to work was drawing his unemployment compensation of \$20 a week steadily, but the veteran who had gone back to work and was thrown out of his job by the strike could not draw unemployment compensation."

"We must," he says, "never permit the left wing to claim a monopoly on humanitarianism."

The Republican party must nominate an electable as well as a capable presidential candidate. Stassen supporters believe that his prospects of winning are better than those of the other candidates. The pre-eminent reason is that Stassen has shown that he has a compelling appeal to the nonparty or independent voter. The independent vote, which the Republican party has lost in every presidential election since 1928, is obviously indispensable to a Republican victory. Only a few diehard Old Guardsmen now fail to see this.

Independents would vote for him

ONE such unconvinced Republican in Iowa recently cross-examined Stassen during the course of a small private dinner. After hurling all kinds of critical questions at him, the conservative began his next question with this statement: "There is a man in my neighborhood who I am certain is a Democrat. I know he has been a Democrat for 25 years. He told me the other day that if you were nominated he would vote for you." He paused and then concluded in accusatory tones, "Mr. Stassen, how do you account for that?" No doubt it does appall such Republicans to think that their candidate could appeal to other than traditional Republican voters, but if their candidate doesn't do so, it is obvious that he is not going to be elected.

That is the central problem of the Republicans; their appeal must reach beyond traditional Republican ranks to win. And the Roper public opinion polls in FORTUNE Magazine have shown that of all the possible candidates of both parties, Stassen stands highest with the independent voters.

His supporters believe that President Truman's weaknesses would stand out most vividly in contrast to Stassen's strength. In

CONTINUED ON PAGE 50



IT'S FUN!

IT'S EASY!

IT'S EXCITING!

Paul Whiteman RECORD CLUB "MEMORY TUNE" CONTEST

BEGINNING MONDAY, MARCH 1, ABC NETWORK

410 PRIZES valued at \$22,650

1ST GRAND PRIZE... ALL FOUR



Exquisite Diamond Ring! This valuable Art-Carved diamond ring is made by J. R. Wood & Sons, one of America's foremost ring makers.

Stunning Fur Jacket! Luxurious 4-skin platina fox jacket. Smartly styled, superbly tailored by Harry Jay Treu, famed New York custom furrier.

Movie Camera, Projector, Screen! Color movies of your family, your vacations, with this remarkable Keystone 8-mm. magazine-type movie camera!



Complete Multiplex Furniture Set! Designed by Martin Feinman, this marvelous modern furniture will bring the "new look" to your home!



26' Cabin Cruiser! Thrilling vacations are in store for the winner of this trim Steelcraft Holiday Cruiser. Sleeps two. Seats twelve!



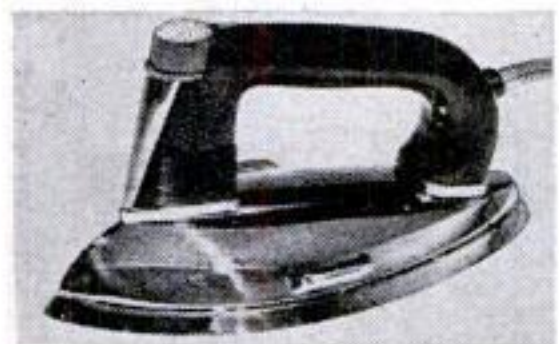
Kimball Grand Piano! This magnificent Queen Anne Kimball grand is the right size for your home! Rich mahogany; finest quality and tone.



Philco Television Receiver! Huge 15 by 20 inch picture; so clear, you can enjoy it without drawing shades or dimming lights. Entertain your friends!



Gourmet Carving Set plus steak and game set in hand-tooled leather case — and complete sets of kitchen knives and tools! All finest steel—39 pieces.



100 General Mills Tru-Heat Irons for faster, easier, safer, better ironing! For winners in the first week's contest. Get your entry in EARLY!



100 Pairs Handsome Women's Shoes by Thomas Court, Ltd. Brilliant high-style. Flattering with any daytime ensemble. You'll be the envy of friends!



100 Westinghouse Hand Vacuum Cleaners! Ideal for small homes; efficient, compact, lightweight. Converts into a handy floor cleaner tool!



100 Gruen Veri-Thin Ladies' Wrist Watches! lovely, accurate, dependable! Remember: you can enter all four weekly contests, can win every week!

How good is your memory? Here's your chance to find out—and win a handsome prize—in a thrilling, easy-as-pie "Memory Tune" contest! 410 sensational prizes! Don't miss a minute of it. On Monday afternoon, March 1, tune your radio dial to *The Paul Whiteman Record Club* on your local American Broadcasting Company station for complete details. Four separate weekly contests! 100 winners each week! Every winner has a chance at the mouth-watering grand prizes! Someone has to win... why not YOU? Tune in: *Paul Whiteman Record Club*, Monday thru Friday, 3:30 pm EST, on ABC network. (For broadcast times in other zones, consult your local radio log.)



HAVE A HEART

—and help save a child's life!

"Recently I learned that rheumatic fever is CHILDHOOD'S GREATEST ENEMY, a worse threat to our children's health than any other disease. The American Council on Rheumatic Fever desperately needs funds for research, for facilities. That's why I'm conducting this "Memory Tune" contest in the Council's behalf. I'm counting on your generosity... counting on you to enclose a contribution with your contest entry. Help the many kids who so badly need help, won't you, folks?"

Paul Whiteman

FOLLOW THESE EASY RULES

1. The American Broadcasting Company in behalf of the American Council on Rheumatic Fever of the American Heart Association is conducting a series of four weekly Memory Tune Contests:

Contest	Opening Date	Closing Date	Mailing Address
#1	Mar. 1	Mar. 6, '48 postmark	P. O. Box 291 N.Y.
#2	Mar. 8	Mar. 13, '48 postmark	P. O. Box 292 N.Y.
#3	Mar. 15	Mar. 20, '48 postmark	P. O. Box 294 N.Y.
#4	Mar. 22	Mar. 27, '48 postmark	P. O. Box 306 N.Y.

All entries must be received in New York within ten days following closing date.

*Mail all entries to: Paul Whiteman Record Club, P. O. Box (as indicated above for each contest), New York 8, N. Y.

2. Each week there will be played on the Paul Whiteman Record Club, broadcast over the coast-to-coast facilities of the American Broadcasting Company, five "Memory Tunes"... one each day. Contestant must correctly identify one of the five "Memory Tunes" and submit to the address above the name

of the composition, together with a statement in 25 words or less, completing the sentence: "I like (name of tune) because it reminds me of..."

3. You may enter this contest as often as you wish, and if you desire you can include with your entry 10¢ or more as your donation to the American Council on Rheumatic Fever of the American Heart Association. You do not need to make a donation to make your entry eligible. Write your entry, name and address plainly on one side and only one side of any sheet of paper. Affix adequate postage. All entries must be the original work of the contestants, submitted in their own names.

4. All entries will be judged by the staff of The Reuben H. Donnelley Corporation on the basis of the accuracy of the tune identification and the interest, uniqueness and sincerity of the letters. In case of ties, a prize identical with the one tied for will be issued to each tied contestant. The decision of the judges is final. No entries will be returned and all entries become the property of the American Broadcasting Company. The contest is subject to Federal and State regulations.

5. To the best hundred entries received each week, the American Broadcasting Company will award the following prizes:

Contest #1—100 General Mills Tru-Heat Irons.
Contest #2—100 Thomas Court, Ltd. Women's Shoes
Contest #3—100 Westinghouse Hand Vacuum Cleaners
Contest #4—100 Gruen Veri-Thin Ladies' Wrist Watches

To the best five entries received during the four weeks, Grand Prizes will be awarded as follows:

1st Grand Prize—Art-Carved Diamond Ring
Harry Jay Treu Platina Fox Jacket
Keystone 8-mm. Camera, Projector, Screen
2nd Grand Prize—Complete Set Multiplex Furniture
3rd Grand Prize—Steelcraft Holiday Cruiser
4th Grand Prize—Kimball Grand Piano
5th Grand Prize—Philco Television Set

PLUS—Gourmet Carving Set and complete kitchen cutlery sets to the 5 Grand Prize winners.

6. Winners will be announced as soon as possible, on the Paul Whiteman Record Club. All winners will also be notified by mail.

7. These contests are open to residents of continental United States except employees of sponsors of the Paul Whiteman Record Club, the American Broadcasting Company, the American Heart Association, The Reuben H. Donnelley Corporation, their respective advertising agencies and members of their families.

Listen to **ABC**
American Broadcasting Company
A NETWORK OF 265 RADIO STATIONS SERVING AMERICA

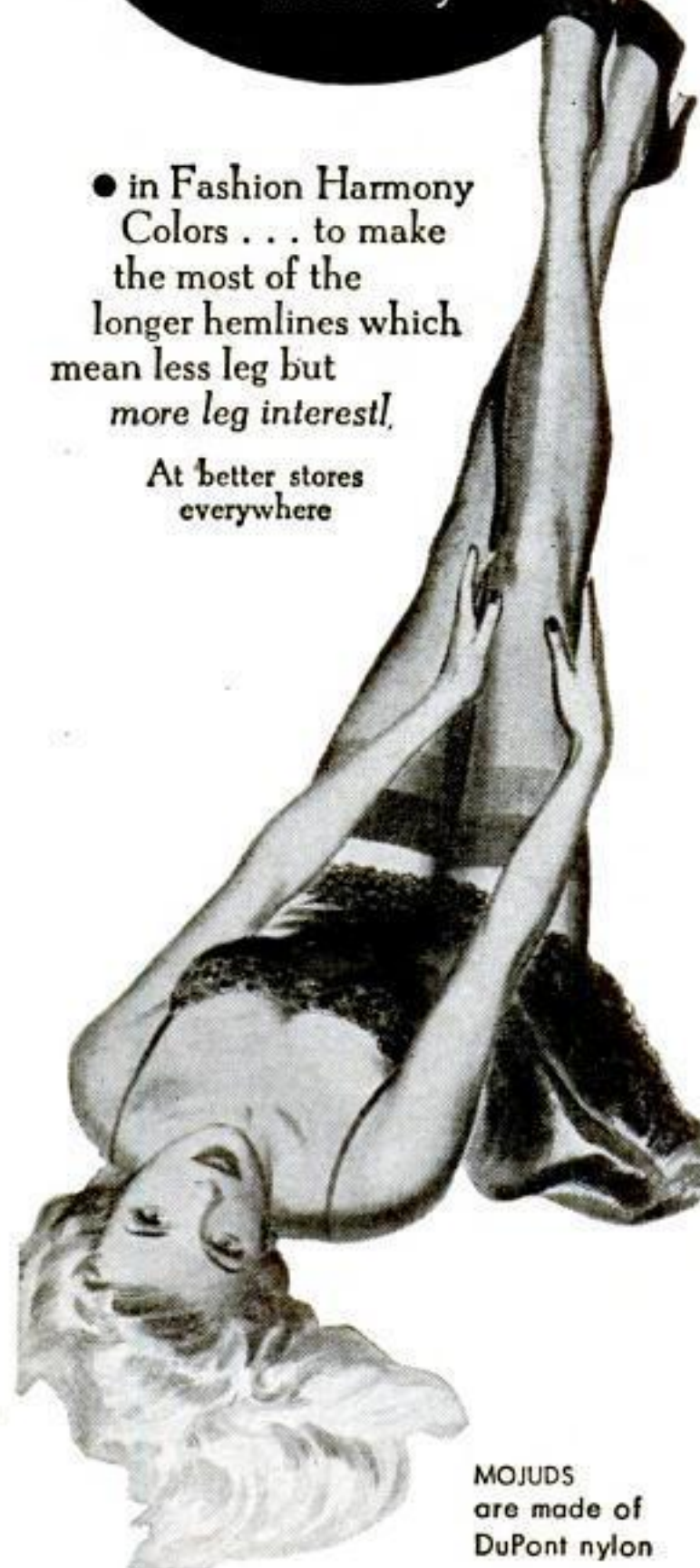


Designed
for
Glamour

MOJUD
the
dependable
hosiery

• in Fashion Harmony
Colors . . . to make
the most of the
longer hemlines which
mean less leg but
more leg interest!

At better stores
everywhere



MOJUDS
are made of
DuPont nylon

TRADE MARK REG. ©1948 MOJUD HOSIERY CO., INC., N. Y. C.

STASSEN CONTINUED

the campaign Mr. Truman would be tied to his Mimeographed handouts and the speeches prepared for him, while Stassen could exhibit, as he does in his public appearances and his packed Washington press conferences, his full mind and quick grasp of matters.

Stassen is young in body and mature in mind. He possesses the mental and physical vitality needed to deal calmly but tirelessly with the press of problems at home and abroad. It has been argued that he is too young for the presidency, but if he goes to the White House in January 1949, he would be only 14 months younger than Teddy Roosevelt who took office at 42. His election would almost certainly assure the country and his party of eight years of sustained leadership over a most critical period. The evidence of Mr. Roosevelt's impaired physical strength at Yalta, disclosed in James E. Byrnes's and Edward Flynn's recent books, underlines how needful it is that the nation have an administration likely to continue strong and virile.

Is Stassen too "radical"? His "radicalism" is actually fictitious, based only on charges circulated mostly by Old Guardsmen who want to head him off. He knows and frankly says that neither the nation nor the Republican party can turn the clock back; at the same time he sees socialism a monumental failure in Europe. That is the extent of his "radicalism."

He advocates a taxation ceiling of 50%. On this point he says, "Let me make it clear that when I say that not more than 50% of a person's income should be taken from him, I mean not more than 50% of his total income, including that portion which comes from tax-exempt bonds or capital gains. But I strongly believe that a government which demands more than half of the total fruit of a citizen's labors, or ingenuity, or inventiveness or other income is a government killing the future of its average citizen and weakening the long-range strength of its economic system."

A feet-on-the-ground internationalist

IS he a disloyal Republican? Stassen has always worked with and through the Republican party, not around it or outside it. On one occasion, it is true, he has opposed particular party leaders, as when he first sought the governorship of Minnesota in 1938. What Stassen said then he would say today: "I look about this hall," he used to tell his audiences, "and I see men and women whom I know to be Democrats. I see others whom I know to be Farmer-Laborites. I see others who have never taken an active part in politics. I know that you have all gathered here in full realization that my candidacy shall be Republican. The men and women in every walk of life have everything in common with each other and nothing in common either with the radical racketeers on one extreme or the selfish reactionaries on the other. The time has come when the voters of this state must take a temporary vacation from their party and unite in a crusade to bring about a wholesome and necessary change in our government."

He has consistently supported major Republican policies despite particular differences. The tax-reduction bill and the Taft-Hartley Act of the last session of Congress are good examples. He disagreed with some provisions of the tax bill; the Taft-Hartley law contained some restrictions he opposed. After both were passed, he opposed the President's tax veto and defended the Taft-Hartley bill almost as strongly as Senator Taft himself.

Is Stassen too advanced an internationalist, too much of a global stargazer? The record reveals him as a pretty careful, feet-on-the-ground internationalist. He unqualifiedly accepts the premise that the U.S. cannot secede from the world, that America cannot maintain its own prosperity and security if there is insecurity and chaos abroad.

He is completely aware that Russia and Russia's totalitarian concepts are acting to suffocate human freedom. He told Stalin that the Kremlin might as well realize now that Russia would lose out on its two major hopes—that the American economic system would fall into depression and that the Communist party could successfully infiltrate the American people or the American government.

One of Stassen's outstanding qualities is his foresight. In 1942 he called for the early creation of a U.N. organization before President Roosevelt had lifted a finger to prepare the way. Furthermore at the San Francisco Conference, which drafted the U.N. Charter, he led a fight within the American delegation to keep the veto out of the Charter. He yielded only in face of the State Department's contention that the American government was bound by the Yalta agreement. It was on his initiative that a provision was approved by which members of the U.N. are free to defend themselves

CONTINUED ON PAGE 52



To keep hair beautifully groomed on all occasions, wear an invisible Venida Hair Net! Painstakingly made by hand, of long, resilient human hair, in 8 styles for every need, in shades to match your hair precisely.

Ask for the familiar "Venida Girl" envelope at your favorite notion or drug counter. Costs less because it lasts longer!

20¢ White, grey, purple 25¢
Single or double mesh

VENIDA
The Guaranteed
HAIR NET
"rules the waves"

FAMOUS HAIR BEAUTY AIDS BY RIESER CO., INC., N. Y. 18

the shoe with the beautiful fit

Naturalizer
for Easter

Full showing of smart new styles at your dealer's now

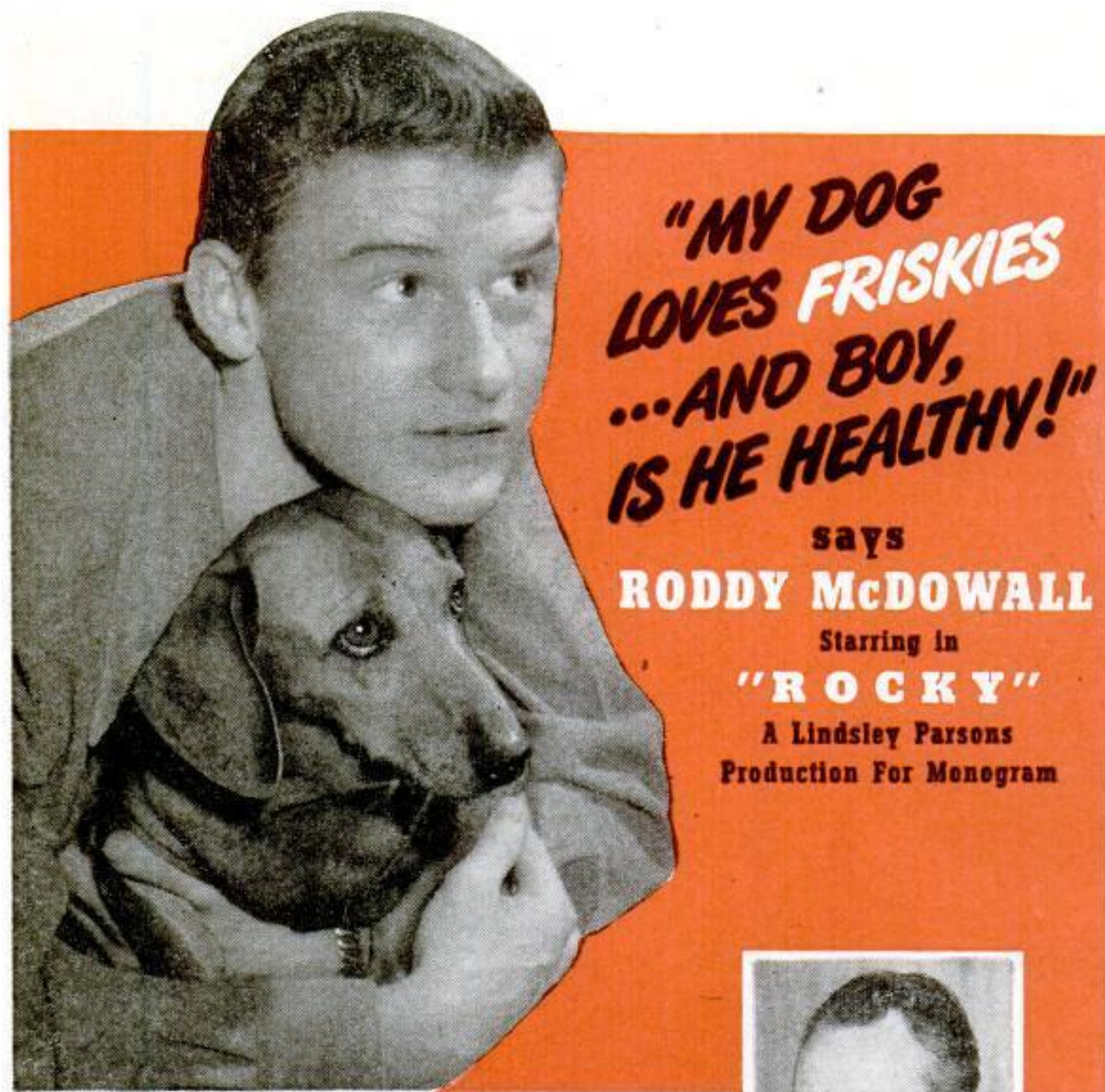
Naturalizer Division, Brown Shoe Company, St. Louis

De Luxe:
specially
elegant...
uncommon.

WEBSTER



*Walker's De Luxe is a straight Bourbon whiskey,
aged in the wood, elegant in taste, uncommonly good—a Hiram Walker whiskey.*



**"MY DOG
LOVES FRISKIES
...AND BOY,
IS HE HEALTHY!"**

**says
RODDY McDOWALL**

**Starring in
"ROCKY"
A Lindsley Parsons
Production For Menogram**



Dr. D. A. Adler, prominent Glendale, Calif., veterinarian, says, "In my opinion, Friskies is the finest dog food of its kind. It is highly fortified with essential vitamins, is palatable and body-building—promoting energy and a beautiful, glossy coat."

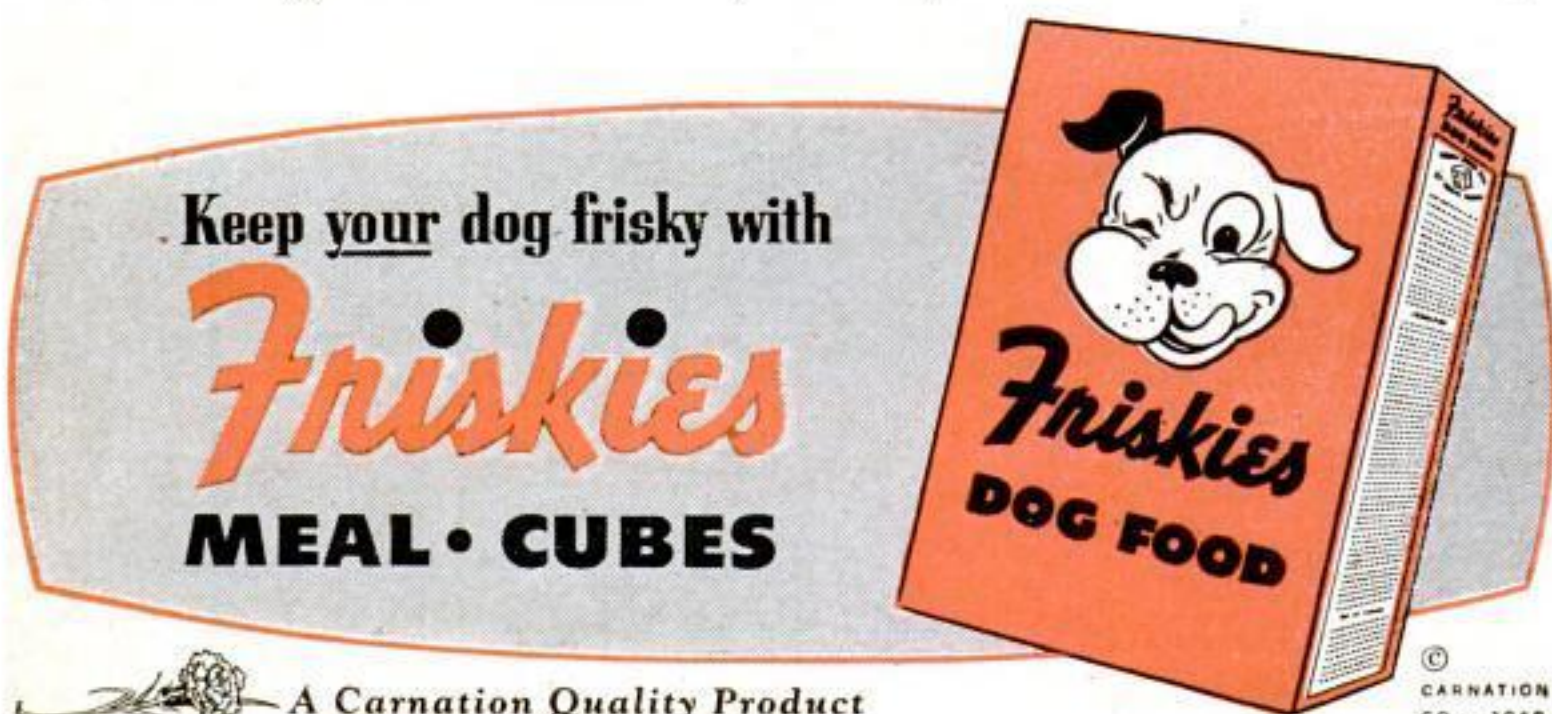
Feed Your Dog *FRISKIES*... the Complete Food He'll Love!

RODDY McDOWALL'S FINE DOG THRIVES ON FRISKIES—and so will your own pet, whether he's a genial little Dachshund or a burly Great Dane. Appetizing Friskies Dog Food provides *every needed food element*—including essential proteins, vitamins, and minerals.

FEED YOUR DOG COMPLETELY—SAVE OVER HALF! It's a fact—Friskies costs *less* than half as much to feed as most brands of canned dog food. For instance,

you can feed the average Dachshund Friskies for only about 7c a day—and save approximately \$28 a year. With a large dog, you can easily save \$100 a year—or more. And always, you'll be giving your dog a *full, balanced diet*!

Friskies is the largest-selling brand of dog food in the West—and is rapidly gaining many new friends from coast to coast. Ask for Friskies Meal and Friskies Cubes. Feed both for variety.



A Carnation Quality Product

© CARNATION CO. 1948

STASSEN CONTINUED

collectively against aggression, a provision which is an essential balance against the use of the veto by an aggressor.

In his Jefferson, Iowa speech of last May he urged that for the next 10 years "10% of our total production of goods and food" be used to aid the stricken economies of the world. This was a month before the administration unfolded the then vague Marshall Plan. He urged that it "not be a sharpster lending program, not . . . a lightheaded give-away program, but a practical, sound, long-visioned businesslike approach."

Stassen is devoting himself to learning all he can about all of America—its problems, its needs, its hopes, its possibilities—from the vantage points of every state of the union, instead of from the single vantage point of Washington. Stassen knows America and all its people as few in public or private life do today. He knows the qualified leaders whom he could later call to public service.

Since his release from the Navy, he has devoted about 16 hours a day to doing two things: earning his living and introducing himself to the country. He gets about 50 speaking invitations a week, 75 to 100 letters a day. He often speaks for nothing; he lectures professionally to some extent, his fees ranging from \$500 to \$1,000 a lecture. Through these activities, plus selling some dozen mass-circulation magazine articles a year, he nets an average annual income of about \$42,000. He doesn't need to be in politics to make a livelihood.

Stassen finances his political expenses from his own earned income. The additional costs of his wide-ranging preconvention campaign have been defrayed largely by the Minnesota Finance Committee whose major funds come from small contributions ranging from \$1 to \$100. Another committee in Minnesota takes contributions up to \$1,000; and now preliminary finance committees have been set up in New York, Chicago, Philadelphia, Boston, San Francisco, St. Louis, Los Angeles and Portland. The average contribution to his campaign is about \$14.60 per contributor.

Stassen will bring to the Republican 1948 convention a minimum of 100 to 130 pledged delegates. He may pick up another 50 delegates from the South and West. But delegate speculation is obviously premature this early, particularly when the presidential nominating primaries are only a few weeks away. The primaries will be stern tests this year, weeding the men from the boys, and there is good reason to predict that Stassen will show some extraordinary strength. The primaries will not be cut and dried, because Stassen has refused to negotiate any of those private little agreements under which the leading candidates usually stay out of each other's backyards.

His invasion of Ohio is a typical exhibit of his cool political audacity and his hard common sense. He is certain to break through the Taft forces in Ohio to pick up at least a few delegates, and perhaps as many as a dozen. He cannot lose anything; he may win new prestige. But this is not his only motivation—he firmly believes in the American direct-primary system. He thinks the people should have a chance to nominate their Presidents as well as to elect them. And he believes that the American people should have a direct opportunity to pass on his candidacy. He is content to abide by the result. For Harold Stassen does not want to master and manage the people of his country but to serve them.



BETWEEN CAMPAIGN TRIPS Stassen returns to Minnesota and lives quietly with his family in South St. Paul. Children are Glen, 12, and Kathleen, 6.



THE PEAK...

Yes, the pre-war quality of Seagram's 7 Crown rises to the very peak of smooth taste perfection!!!!!!

P.S. Try it...and you, too, will agree that it rates every one of those seven exclamation points.

Say Seagram's and be Sure...of Pre-War Quality

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



Another

CUR

ALSO PEPPERMINT, PEPSIN

Makers of Baby Ruth and



JUICY FRUIT
PEPPERMINT GUM



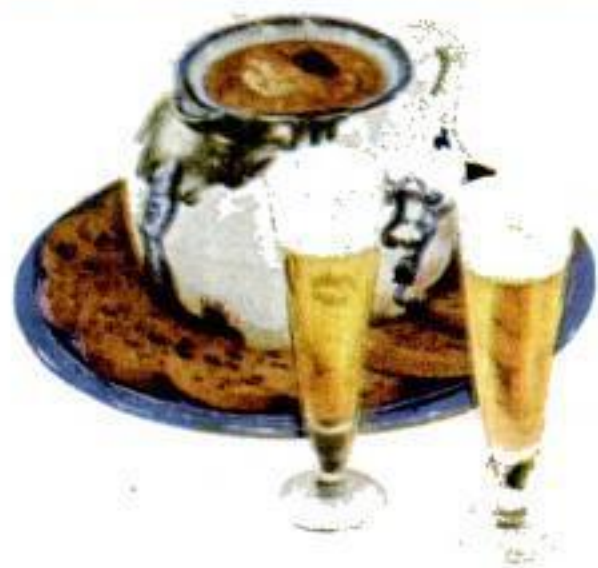
Wrigley's *Product*

AND HAWAIIAN FRUIT

Butterfinger Candy Bars



KERLEE

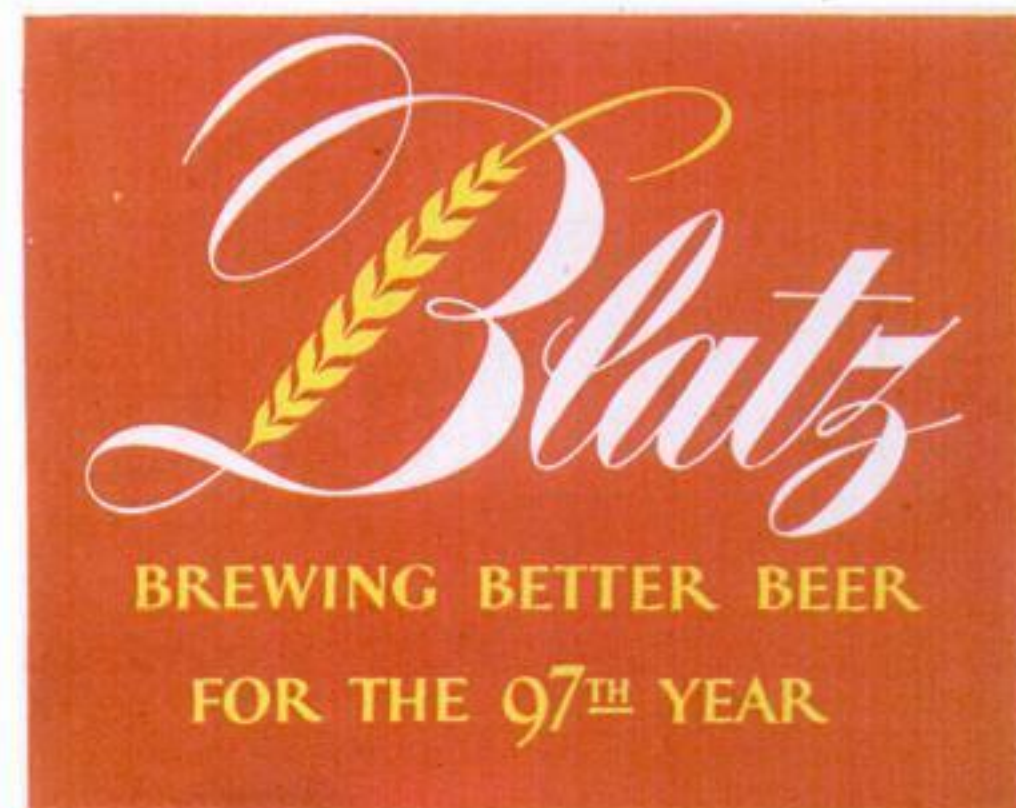


Califlorida, here we come!

IF you look closely, you'll observe *both* California and Florida oranges—as well as Blatz Beer—on this unusual tree. We arranged it that way to point out that Blatz, like tree-ripe oranges, has mellowed to the peak of flavor...and that it's a coast-to-coast favorite. If you can't get Blatz, please be patient. We've brewed *only in Milwaukee* for 97 years...and we're growing as fast as good building and good brewing will allow—to bring Blatz, "Milwaukee's *first* bottled beer," to *your* neighborhood soon.

Milwaukee's first... America's finest... Bottled beer

©1948, Blatz Brewing Co., Established 1861 in Milwaukee, Wisconsin





EX-CONVICT JOE MAJCZEK AND MOTHER EXAMINE A POSTER ADVERTISING THE MOVIE BASED ON THE ACTUAL STORY OF HIS FALSE IMPRISONMENT FOR MURDER

JOE MAJCZEK'S STORY

His fight for justice is narrated in "Call Northside 777" but Joe himself supplies a surprise ending

In 1933 Joe Majczek, a young Chicago tough with a police record, was convicted of killing a policeman in a tavern holdup. Shortly after Joe began serving a 99-year prison term, a *Chicago Times* reporter named James McGuire read a small newspaper notice offering \$5,000 for more information on the murder. It turned out that Majczek's mother, a scrubwoman, still believed in her son's innocence, had scraped together \$5,000 to help prove it. Skeptical at first, McGuire played the story big

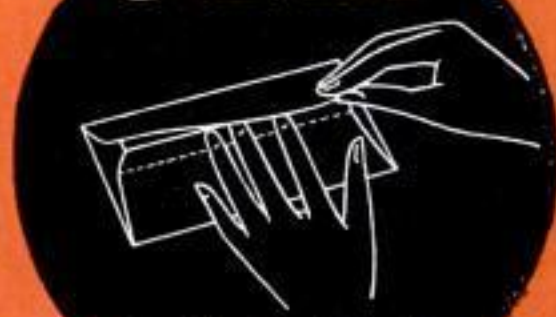
for its human interest value but later uncovered enough evidence to free Majczek.

This story has just been made into a movie by 20th Century-Fox. Entitled *Call Northside 777*, it was filmed mostly in Chicago itself, has authentic big-city and newspaper atmosphere, a good but unsugared moral ("I am my brother's keeper") and some nice acting by James Stewart as the reporter and Richard Conte as the prisoner. Main fault: a weak ending. It took Joe Majczek himself to pro-

vide a more dramatic finale. Pardoned in 1945, he had received \$24,000 from the state as compensation for his 12 years' false imprisonment. Last fortnight he suddenly said he had been forced to turn over \$5,000 of it to State Representative Ragnar ("Rags") Nelson for securing approval of the big payment. Nelson denied it. The grand jury declined to indict him. After 14 confused years of Illinois justice, Joe Majczek said nothing, instead went to see *Call Northside 777* with his loyal mother.

again available
at your
favorite store!

**SELF
SEAL**



envelopes

**seal
without
licking**

SPECIAL SAMPLE OFFER . . .
just send 10¢ (stamps or coin)
for "Get Acquainted" Pack-
age. Offer expires May 1st,
1948. Write to Adv. Dept.,
U. S. E. Co., 21 Cypress St.,
Springfield 2, Mass.

The famous envelopes you knew so well in
prewar days are back . . . again you can enjoy
the convenience which their exclusive patented
feature provides. No more taste-tainted tongue . . .
no more messing with sponges . . . with these
envelopes all you have to do is . . .

JUST PRESS THE SEAL-FLAPS TOGETHER



**LOOK FOR THE DISTINCTIVE
SELF-SEAL BAND**

At all stores where stationery is sold

*In two convenient sizes
attractively packaged . . .
matching paper also available.*

UNITED STATES ENVELOPE CO., Springfield, Mass.
World's Largest Manufacturer of Envelopes

*T.M. Reg. U.S. Pat. Off.

Joe Majczek's Story CONTINUED

THIS IS HOW MOVIE TELLS IT



MOTHER IN MOVIE is a scrubwoman who believes her son was not guilty
of murdering a Chicago policeman in a speakeasy in 1932. James McGuire of
the *Chicago Times* writes up her story, then investigates the case for himself.



REPORTER MCGUIRE (James Stewart) is refused access to police records
of case, making him suspicious. After ferreting out some neglected clues, he
learns (above) that woman whose testimony convicted Majczek purposely lied.



MAJCZEK IS FREE and hugs his young son. Backed by the *Chicago Times*,
McGuire proves to the state parole board that Majczek (Richard Conte) was
a victim of police-department corruption. The board declares Majczek innocent.

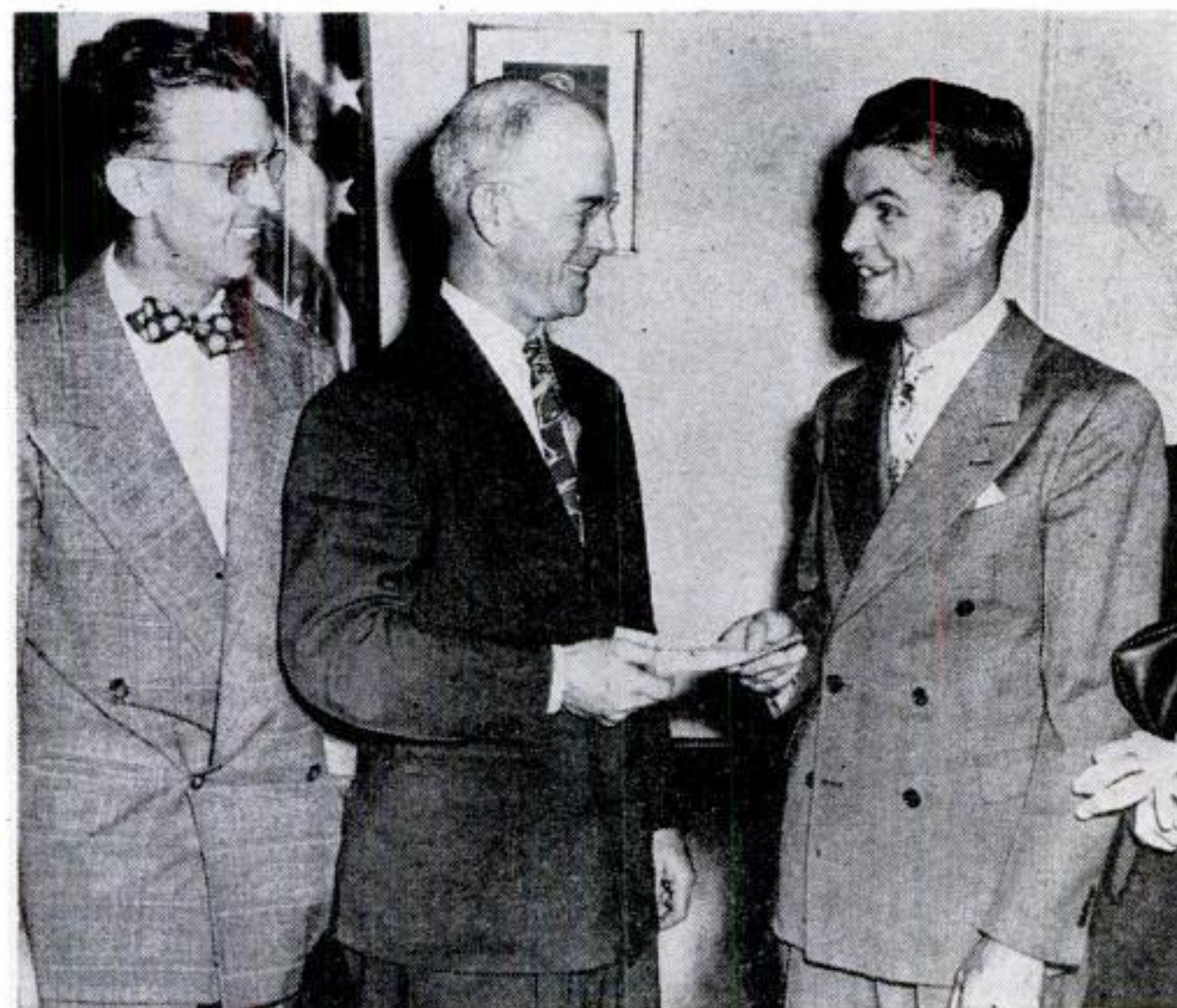
THESE ARE ITS REAL PEOPLE



REAL MOTHER still scrubs floors in Chicago even though her son, after being pardoned, received \$24,000 as compensation from the state of Illinois. She continues at her work because she likes to gossip with other scrubwomen.



McGUIRE AND MAJCZEK (right) meet in a Chicago bar. Majczek got a measly \$1,000, McGuire \$2,500 from Fox for screen rights to their story. Two weeks ago McGuire splashed Majczek's graft charges all over his Chicago paper.

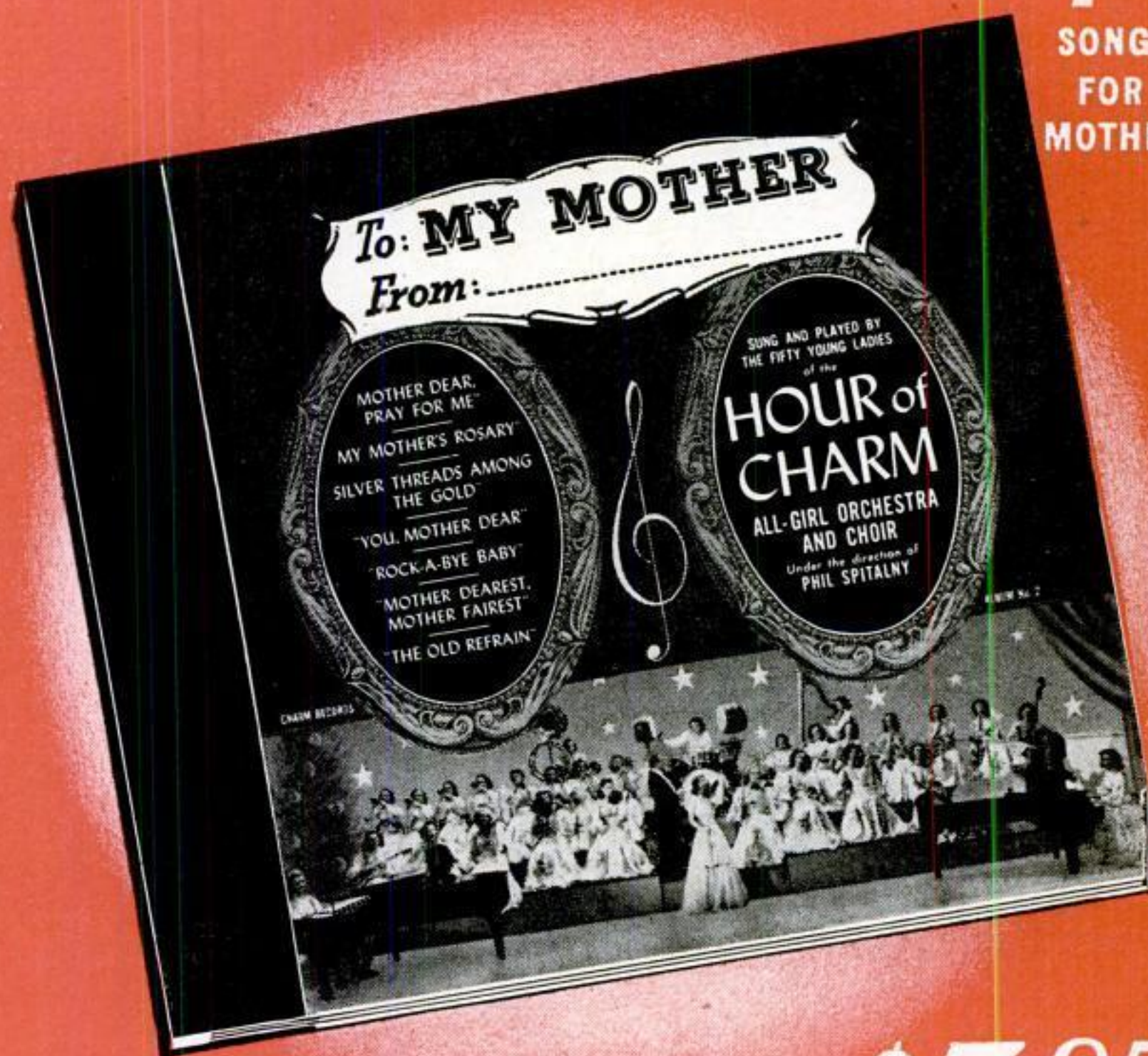


"RAGS" NELSON (left), a state representative, received—said Majczek—\$5,000 of the \$24,000 being paid to Joe in picture above. Nelson denied this and the grand jury declined to indict him on grounds of insufficient evidence.

MAKE EVERY DAY

Mother's Day

7
SONGS
FOR
MOTHER



\$3.85

including postage and taxes

For the dearest mother in the world—your mother—here's the perfect gift for her day and to make every day her day. It's the new Spitalny album—seven songs on three double-faced ten-inch records—in a gift album, WITH SPACE TO INSCRIBE YOUR OWN NAME AS THE GIVER.

Phil Spitalny and his All-Girl Choir and Orchestra* bring you six tender old favorites with heart-lifting new arrangements—and a new song entitled "You, Mother Dear" written especially for this collection by Mr. Spitalny himself.

Give mother this gift that tells your love—the gift she'll cherish and enjoy the whole year round. The inscription with your name is a permanent reminder of the giver.

SEVEN SONGS FOR MOTHER

*Mother, Dear, Pray for Me • My Mother's Rosary
Silver Threads Among the Gold • You, Mother Dear • Rock-a-Bye Baby
Mother Dearest, Mother Fairest • The Old Refrain*

Buy these albums at your nearest department store or record shop. If you can't find them, send coupon today. Only \$3.85. Sorry, no C.O.D.

*LISTEN TO THEIR "HOUR OF CHARM" THIS SUNDAY AS GUESTS OF THE ELECTRIC COMPANIES OF AMERICA, 5:30 P.M., EST, OVER CBS.

MAIL MONEY ORDER OR CHECK TO CHARM RECORDS, INC.
P.O. Box No. 40, Radio City Station, New York 19, N. Y.

Please send to _____

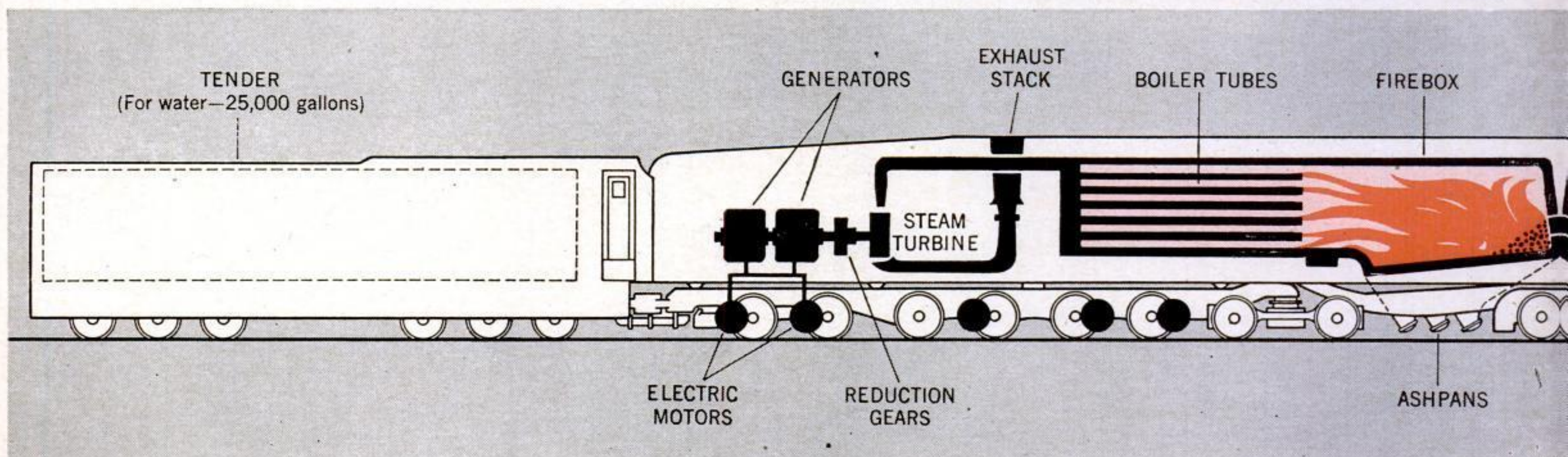
Street _____

City _____ Zone _____ State _____

Number of Albums _____ Amount Enclosed _____



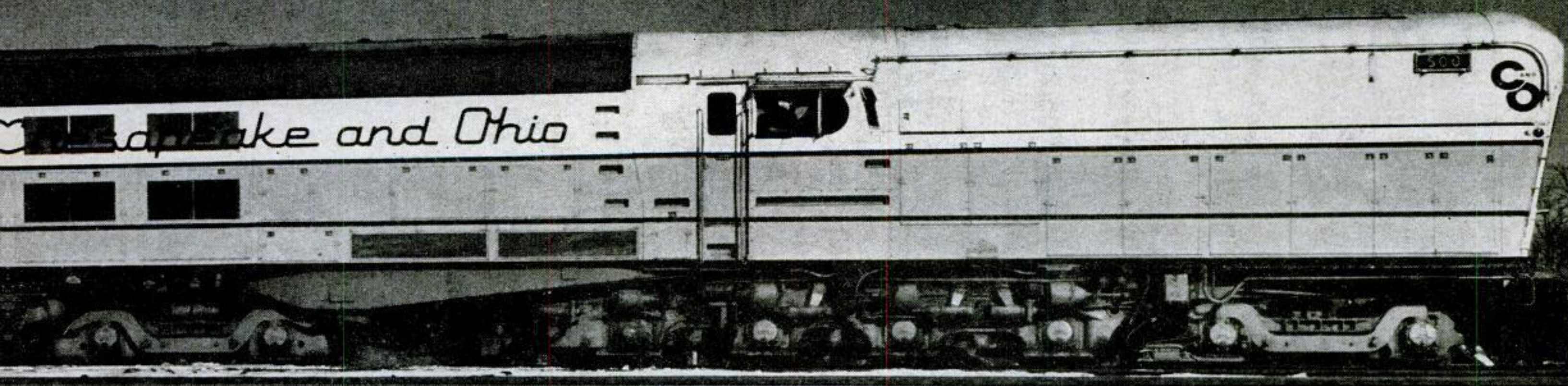
NEW CHESAPEAKE & OHIO RAILWAY LOCOMOTIVE COVERS 154 FEET OF TRACK. STEAM FROM EXHAUST STACK IS BLOWN FORWARD BY WIND AS ENGINE STARTS TEST



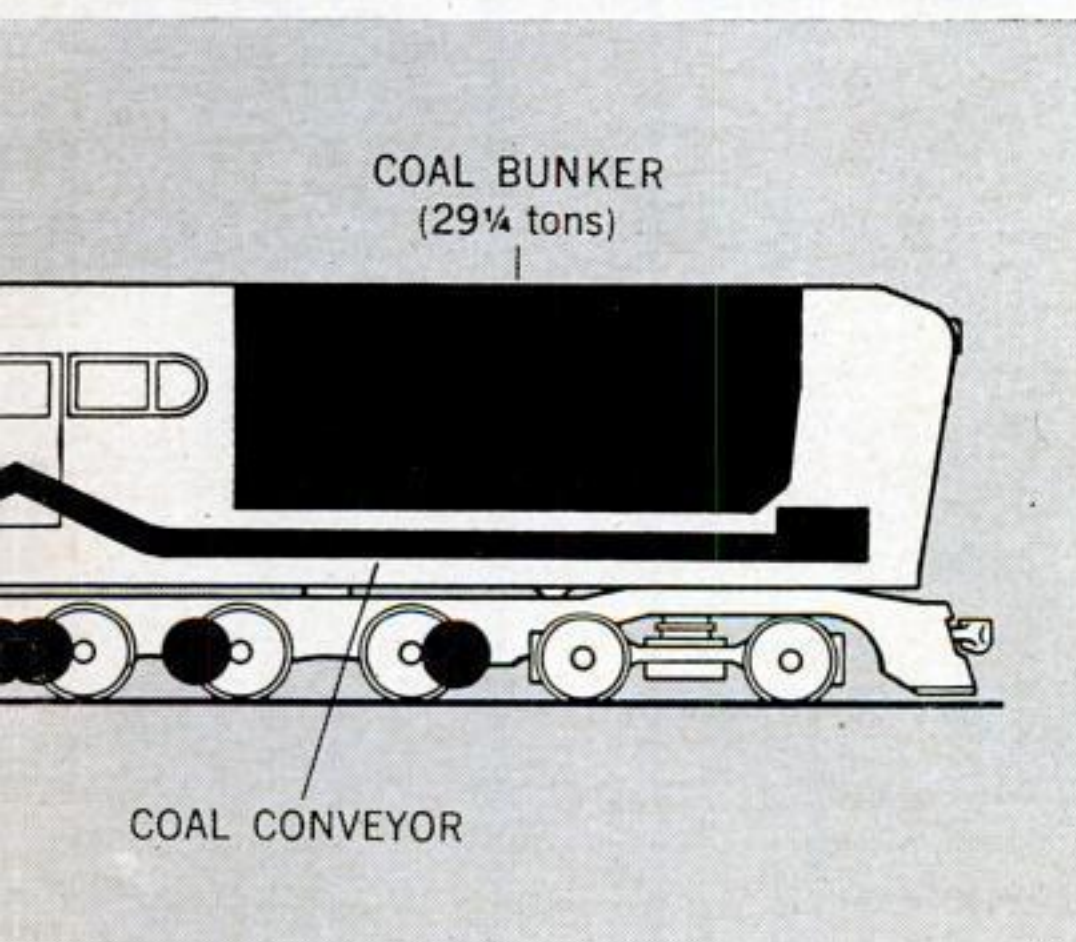
UNCONVENTIONAL PLAN of engine, which reverses usual locomotive arrangement, is shown above. Coal bunk-

er is at head of engine (*far right*). Coal is fed into firebox, where air draft directs flame through water-surrounded

tubes, generating steam. This rotates a turbine which drives generators. The current is carried to eight electric



RUN. HUGE MACHINE REQUIRES ONLY ENGINEER AND FIREMAN. STEPS (ABOVE) LEAD TO CAB, TRAINMAN (LEFT) IS STANDING ON TOP OF 25,000-GALLON WATER TENDER



motors (black circles), which drive wheels. Stack emits only steam because fuel and smoke are largely consumed.

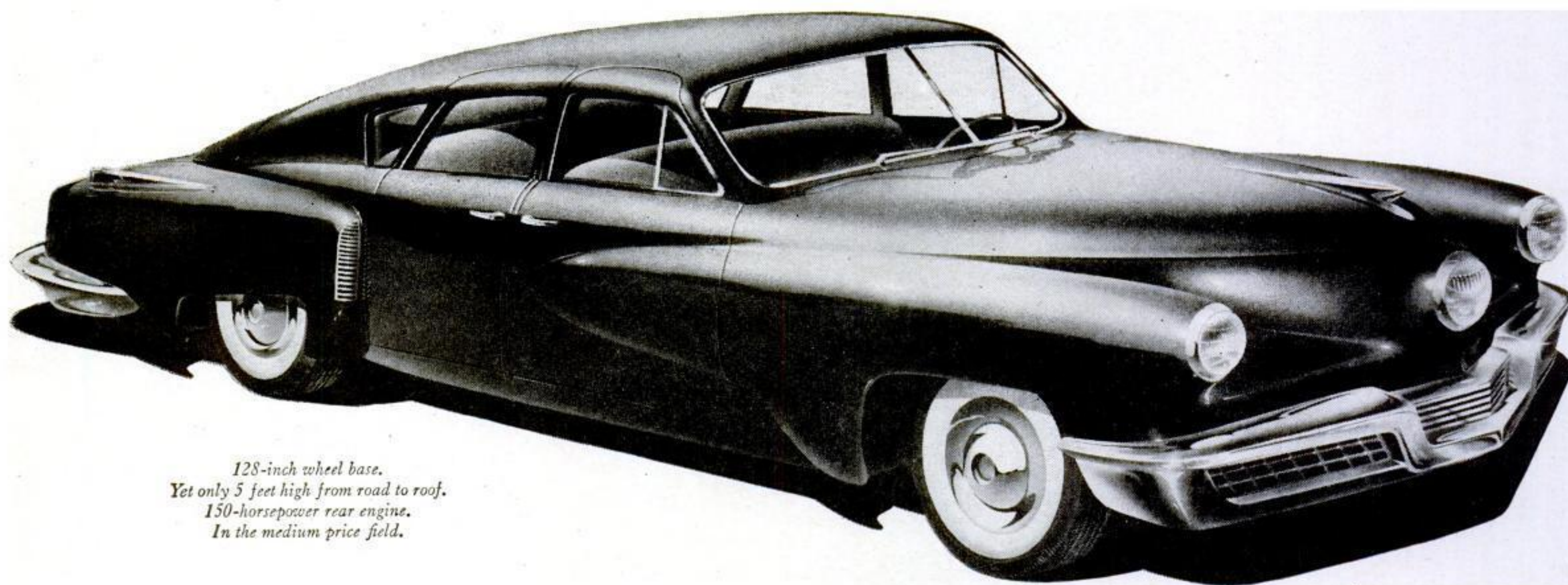
THE 500

C. & O. BUILDS LONGEST PASSENGER ENGINE

This winter, when most other U.S. railroads are spending millions for new diesel locomotives, the Chesapeake & Ohio's unpredictable boss, Robert R. Young, has announced that he will stick to coal. The reason: his railroad, operating in the rich West Virginia and Kentucky mining country, makes 80% of its revenue hauling for coal companies. To make more efficient use of this ready fuel, the C. & O. has designed a new kind of locomotive in which coal and water produce steam, not to drive the wheels direct-

ly, but to generate electricity which runs electric motors mounted on the axles (*drawing at left*). The result is a steadier, more easily controlled power which makes possible smoother starts and more efficient up-grade climbs. To contain all this equipment The Baldwin Locomotive Works and Westinghouse Electric Corp. have constructed the longest (154 feet) passenger locomotive in the world. Its owners are so pleased with its performance and its bright orange color that they have ordered two more just like it.

Tucker Sets a New



*128-inch wheel base.
Yet only 5 feet high from road to roof.
150-horsepower rear engine.
In the medium price field.*

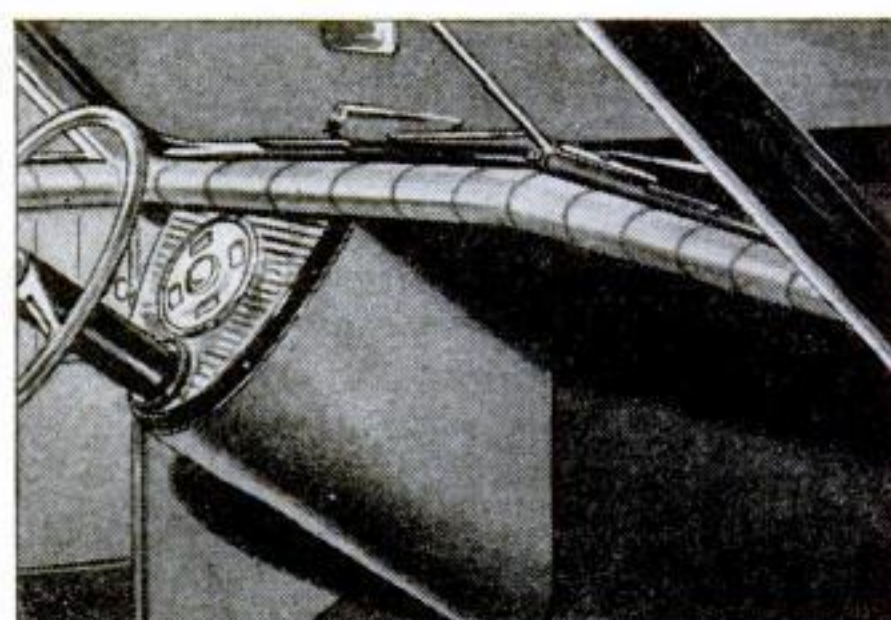
HOW TUCKER HELPS PREVENT TRAFFIC ACCIDENTS



TUCKER CYCLOPS EYE

▼ Sixty percent of traffic fatalities occur during dusk and darkness. Turning corners is especially hazardous because fixed headlights leave a blind spot around the corner. You can be in an accident before you can see it.

Tucker Cyclops Eye turns with front wheels, lighting your way around corners, giving you precious seconds to avoid accidents.



TUCKER CRASH COWL

▼ No. 1 hazard to front-seat passengers is the instrument panel, for a collision frequently plunges face or head against it.

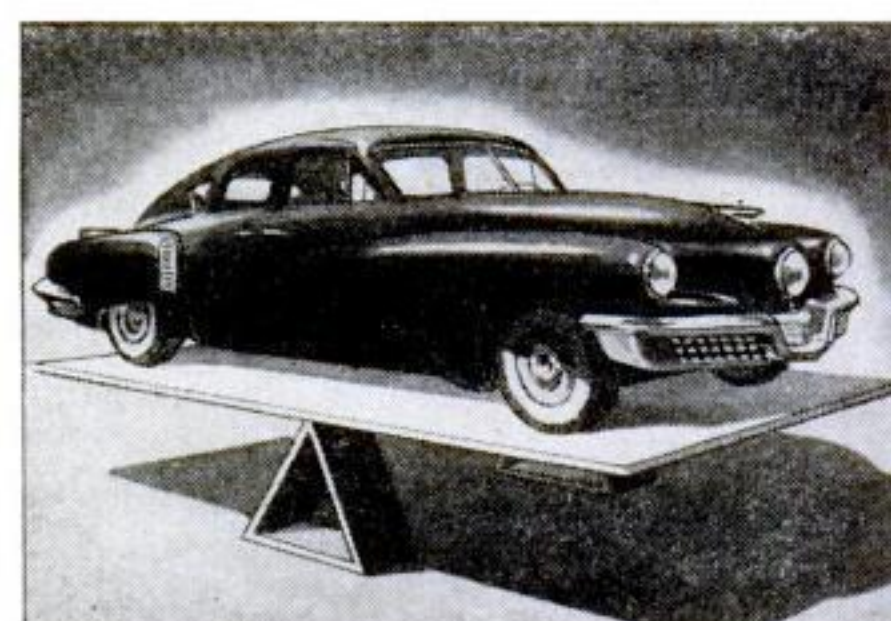
The Tucker Crash Cowl of upholstered sponge rubber replaces the instrument panel which is moved to steering column below cowl. The Tucker crash cowl, like those in army tanks, reduces chance of serious injury.



TUCKER SAFETY WINDSHIELD

▼ When impact hurls victim against conventional windshield, lacerations from broken glass or other injuries frequently result.

Tucker Windshield is safety glass mounted in rubber so that a sharp blow from within will eject it in one piece. Lacerations and skull fractures from hitting windshield are virtually eliminated.



TUCKER PRECISION BALANCE

▼ Rear-wheels skids when braking are frequently caused by sudden load shifts and faulty weight distribution. Weight of engine in front plus arrested impetus of car clamps front wheels down on the road, leaving rear wheels with less traction.

Tucker Precision Balance tends to eliminate this cause of skids. Rear engine adds weight on rear. So when brakes are applied car weight is more evenly distributed and all four wheels have more equal traction.

Pattern of Safety

The National Safety Council says:

“Motor accidents kill or injure every 25 seconds of every day.”

MORE AMERICANS were killed or injured in motor accidents last year than in all the battles of World War II.

Figure it yourself: Every 26 seconds someone is hurt by a car. Every five minutes there's an injury that permanently cripples. Every hour, four new customers for the morgue. *And remember... the next could be you or your children.*

Is improved automotive engineering the answer to this tragic problem?

Of course, no car can be made so safe that reckless, careless drivers won't pay a penalty. But the new Tucker '48 can make the highways far safer for average motorists.

The Tucker '48 is the triumph of years of safety engineering... years Preston Tucker worked with the late Harry Miller building Miller Special cars

for the Speedway, and with the armed services creating motorized vehicles for war.

This priceless experience will give you a car with a unique system of safeguards:

- (1) Safeguards that make it far easier to avoid traffic accidents.
- (2) Safeguards that give added security in unavoidable accidents.
- (3) Safeguards that make driving so easy and free from strain that you can act on a split-second when an emergency occurs.

In a matter of months the Tucker '48 will be yours to drive, yours to marvel at the dozens of new features, every one exciting enough to be a major model change in a normal year.

You'll see a car longer and more luxurious than others in the medium-price field. Only five feet

high from road to roof. Not 100, not 120, but 150 horsepower of smooth rear-engine power.

And what a joy to drive! No engine heat, fumes and noise flowing back through the passenger compartment because the engine is in the rear. Ordinary traction jolts and jars either eliminated or unbelievably softened by the exclusive new rubber torsional wheel suspension. A car, at last, with solid four-wheel stability, geared to the road.

In every way you'll see a completely new kind of performance in 1948's only completely new car!

Someone on your street may be among the first to own a Tucker '48. It could be you. A nationwide Tucker dealer organization has already been set up... will be ready to service your Tucker '48 wherever you are. Watch for dealers' announcements in local newspapers.

WHICH ALL MOTORCAR MAKERS ARE COMBATTING



TUCKER SAFETY CRASH CHAMBER



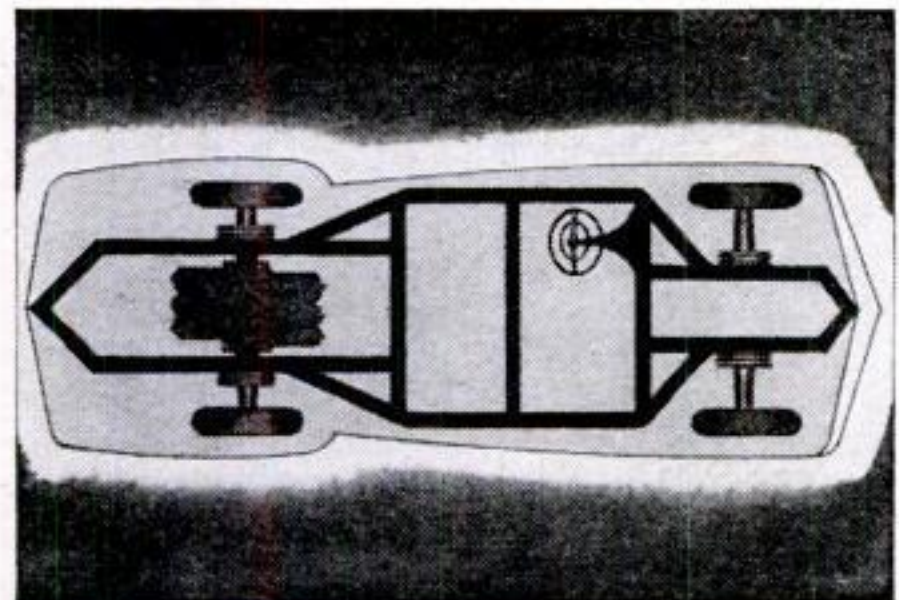
The danger spot in a collision is the front seat, for in many cases rear-seat occupants can drop to the floor for protection. But front-seat occupants have no shield, and the impact may drive the engine back in their laps.

Tucker Crash Chamber, under cowl, is lined with sponge rubber and is protected by two steel safety bulkheads. Front-seat occupants can drop into it instantly.



Many collisions aren't head-on but angle or side blows at points where often nothing protects occupants but the sheet steel sides and light superstructure.

Tucker Safety Frame surrounds passenger compartment, protecting passengers and vital parts of car. This frame is actually lower than center line of wheels, greatly reducing chances of overturning. It is prow-shaped to deflect angle blows with minimum damage.



TUCKER SAFETY FRAME



Progress Report from the Tucker Plant

Right now the world's largest, most modern automotive plant is getting set to produce the Tucker '48. Forms and dies, jigs and fixtures are flowing in from suppliers.

Already the first fleet of pilot cars is being produced. Production lines are being set up. In a matter of months you'll see Tucker '48s on the road.

Tucker '48

Address Inquiries to

TUCKER CORPORATION, 7401 South Cicero Ave., Chicago 29, Illinois
Send export inquiries to Tucker Export Corp., 39 Pearl St., New York 4, N. Y.



EDWARD G. ROBINSON chooses to draw the head of shapely actress and ex-model Marian Carr. "Give me five years," he said later, "and I could do better."



EDGAR BERGEN likes to do his painting in the patio outside his Hollywood business office. Here Bergen touches up portrait of his wife, an ex-Powers model.



HARPO MARX gags for photographer by painting at his easel blindfolded and sporting a chef's cap. Harpo is not a bad amateur painter when his eyes are open.

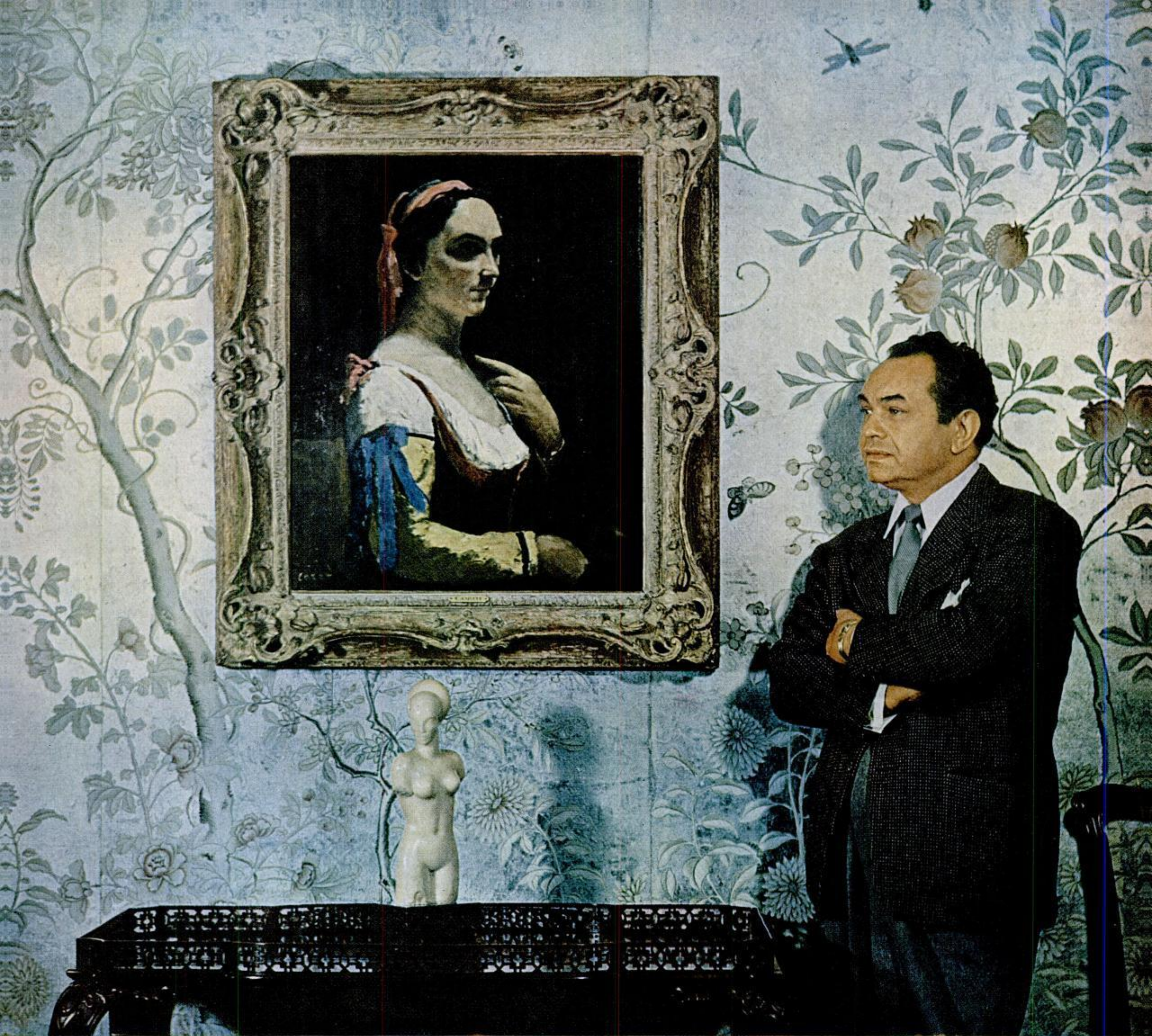
Art in Hollywood

The stars like it but collect it
much better than they paint it

Like some other lucky Americans who happen to have a few dollars left after paying the bills and taxes, many Hollywood stars have found that art collecting is both a pleasant pastime and a sound gilt-edged investment. So avid has moviedom's recent interest in paintings become that when an elaborate \$250,000 art gallery was opened in Beverly Hills this winter, it sold two dozen paintings in a single weekend. The most insatiable of all Hollywood art collectors is Edward G. Robinson, who began buying fine examples of 19th Century French art several years ago and whose hoard of masterpieces finally forced him to build a private gallery in which to house it. Not content with collecting art, Hollywood is now practicing it with palettes, brushes and canvas. The painting, some of which is shown on this page, is less expert than the collecting, but, as the growing hordes of American amateur artists are discovering, it is at least as rewarding.



LINDA DARNELL, one of the better-trained of Hollywood's amateur painters, works on an unfinished still life depicting a white statuette and an artist's palette.



EDWARD G. ROBINSON is movie colony's top art collector and the proprietor of one of the finest private collections in the U.S. Among superb examples of

work by Henri Matisse, Georges Rouault, Maurice Utrillo and others is Corot's *L'Italienne* (above), which many experts consider that master's finest figure painting.



ANN SOTHERN cherishes most among her paintings a portrait of herself done in a somewhat Renoir-like style by the well-known West Coast artist Paul Clemens.



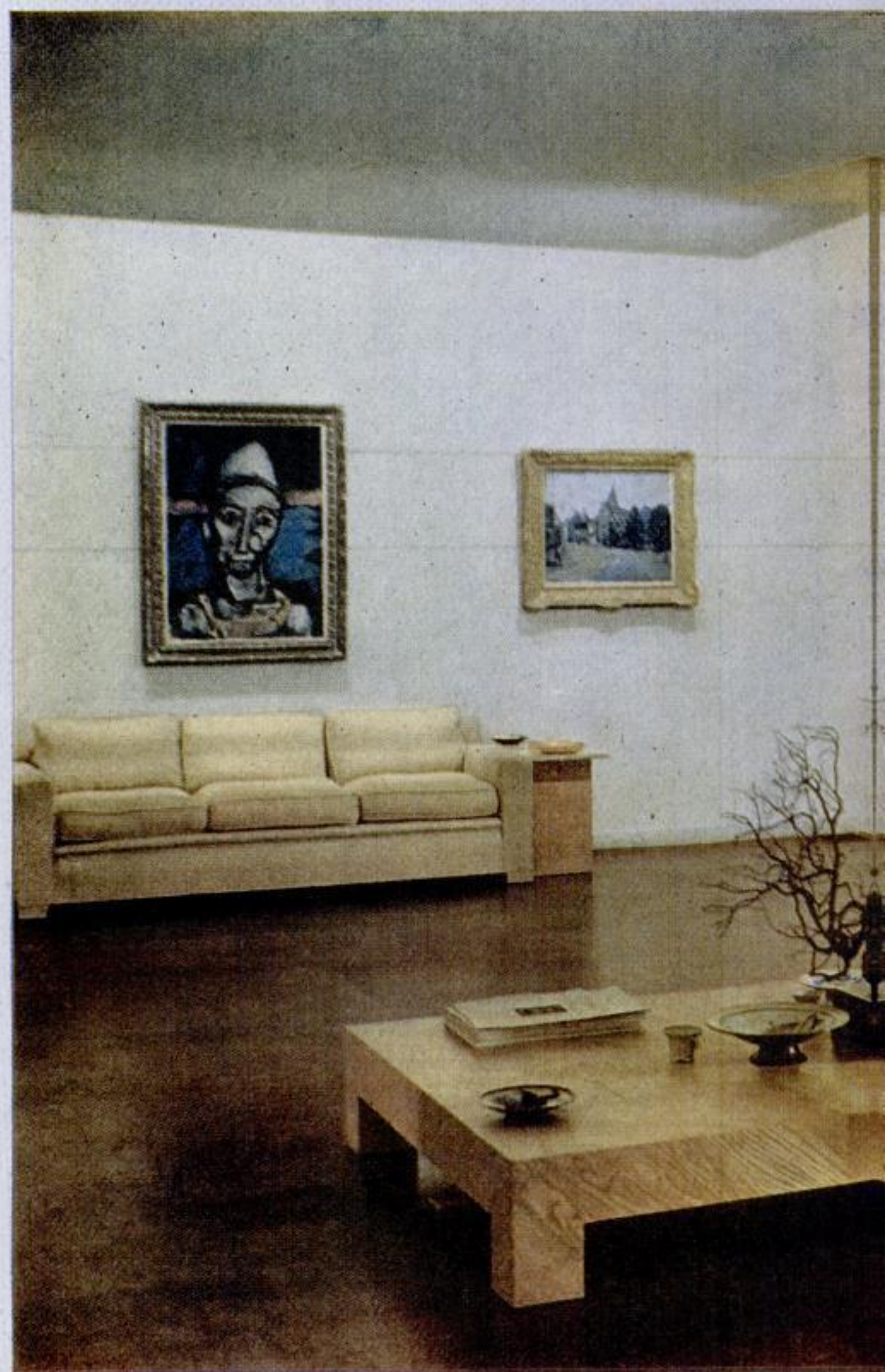
DOUGLAS FAIRBANKS JR. likes the outdoor realism of Charles Russell's *The Navahos*, once owned by his father, a fervent devotee of cowboy paintings.

CONTINUED ON NEXT PAGE

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"APRES LE BAIN" by the great French impressionist, Auguste Renoir, is one of the most appealing of all the paintings in Edward G. Robinson's collection. Experts value it in the neighborhood of \$35,000. Robinson opens his collection to students on specified days.



ROBINSON'S GALLERY is a former badminton court fitted out with steel doors and an elaborate burglar-alarm system. Left to right on the wall are a Rouault, an Utrillo, a Matisse, a Derain and a Matisse interior.

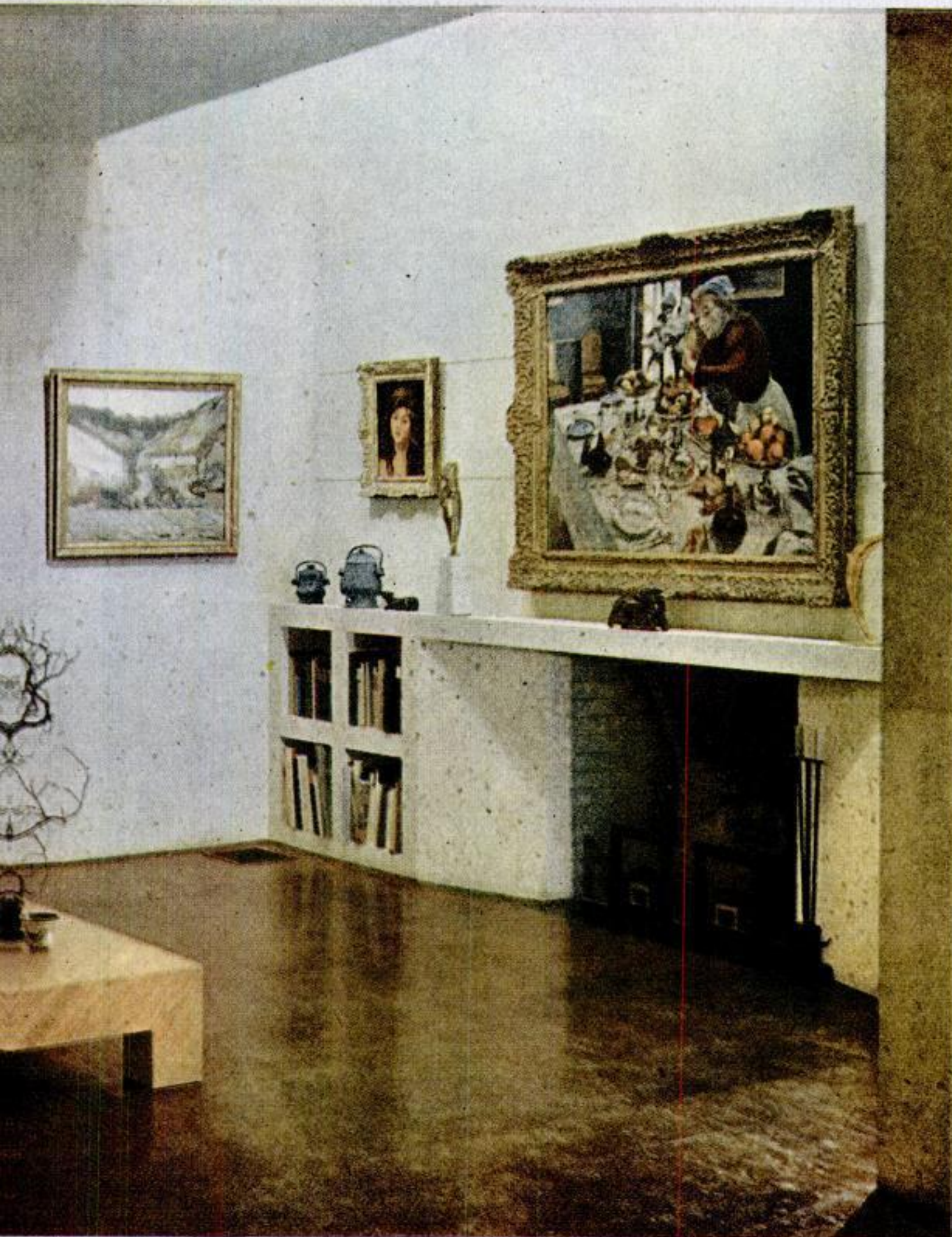


"CAN-CAN GIRL" by Paul Clemens is owned by Greer Garson to whom it bears a slight resemblance. Miss Garson likes Clemens' pictures of women because, she says, "They are tender and full of love."

THE COLLECTORS EXHIBIT VARIED MODERN TASTES



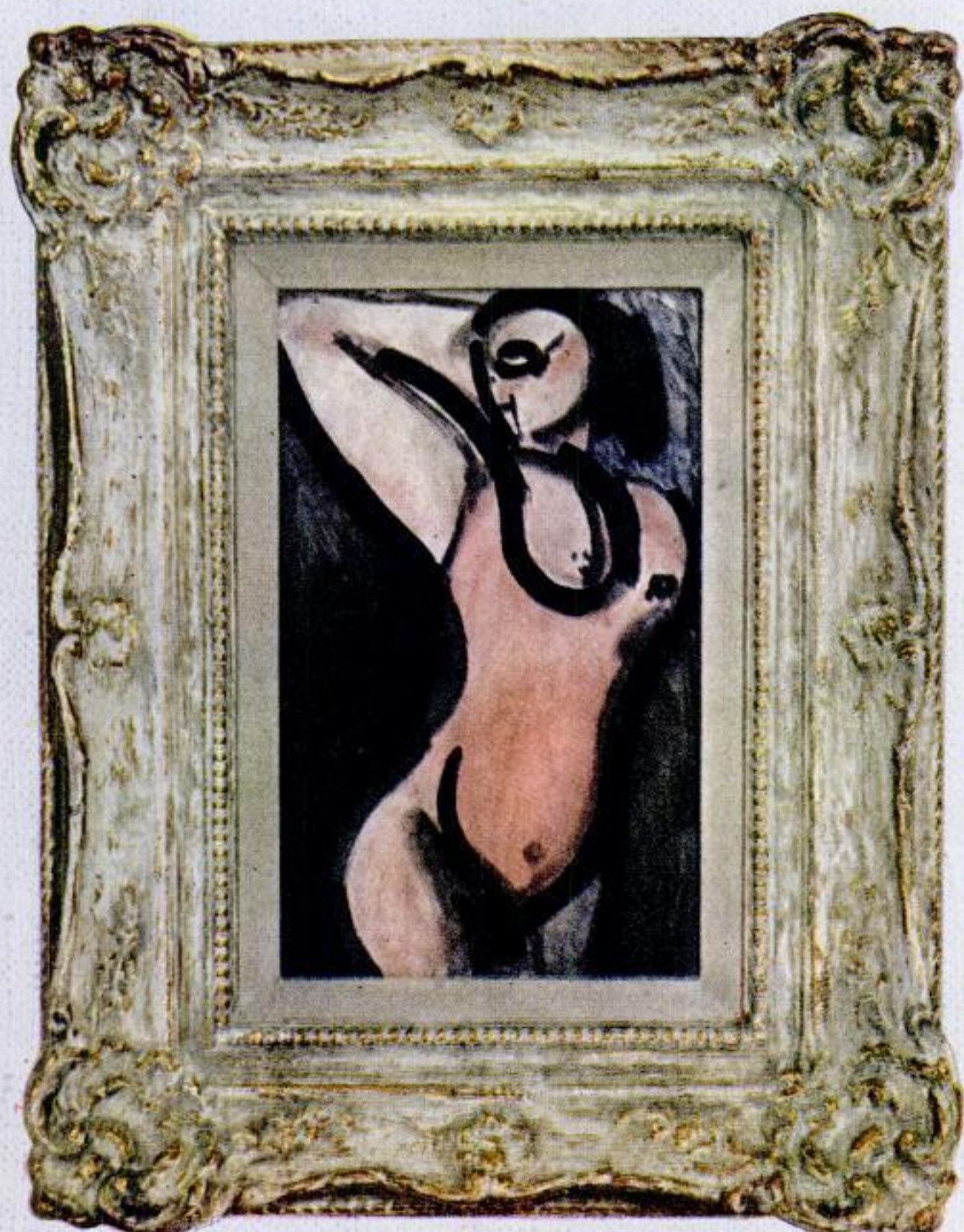
COURBET LANDSCAPE is a prize item in Thomas Mitchell's collection, which includes a Rembrandt, a Chardin, a Whistler, a Modigliani, a Picasso. Mitchell owns about 25 oils, likes pictures of all periods, corresponds occasionally with Picasso, who once dedicated several works to him.



MODIGLIANI PORTRAIT is owned by Songwriter Jimmie McHugh, who has broad tastes but is especially addicted to Modigliani. "If you see his unhappy people once," says McHugh, "you never forget them."



SUPERB VAN GOGH is owned by Errol Flynn, who bought it just after it was smuggled out of Nazi-dominated Holland. Flynn has been offered as much as \$68,000 for it.



ROUAULT FIGURE belongs to Director George Cukor, who likes pictures dealing with the theater, is sure that this painting represents an acrobat dressed in tights. He also owns ancient Greek and Egyptian sculpture.




UTRILLO STREET SCENE is one of paintings in Songwriter McHugh's collection, which is spread all over his Beverly Hills home. McHugh bought it because he owns so many portraits he decided on a landscape for a change.




HARPO MARX strums a harp solo in his library beneath a charming old American primitive, which was painted anonymously around 1795 and called *At the*

Loom. Harpo owns a large number of modern paintings, likes American art particularly and primitives above all. "This one sort of fits in with the harp," he explains.



 "ANY OPERA LOVER KNOWS how important a part a singer's hands play in any given role," confides this famous opera star. "And every woman knows how important a role her hands play every moment of her life. To keep hands groomed for their best performances, more and more women...even as I...choose Pacquins Hand Cream!"

 HAVE YOU SEEN RISE'S "CARMEN"? A performance to live long and vividly in anybody's memory! One of the most provocative, exciting Carmens of all time, Rise sings as one inspired...her Pacquins-cherished hands dramatizing every note with eloquent gesture!

"How do I groom my hands?
...with CREAM!" says RISE STEVENS



And like so many women, this brilliant opera star prefers PACQUINS Hand Cream

AND YEAR after year, Pacquins dramatizes more beautiful hands...beautifies more hard-working hands...than any other hand cream in the world!

But learn the magic "why" for yourself. Start tonight to groom *your* hands the starlit way.

Just try a 12-second massage of this

snowy-white, wonderful cream on *your* hands. Mmmmmm! Feels so good! The scent is even nicer. A little later... where did that lovely cream go?

Now look at the transformation! Did your hands ever *feel* so alive, so eloquent...so capable? Did they ever *look* so soft, so creamy...so elegant? Now, you're ready for *your* audience!



for "dream" hands - cream your hands

with *Pacquins*
HAND CREAM

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE.



MARION PUNCH, R.N., SAYS:
"Pacquins Hand Cream is a 'must' on my chart! With the dozens of scrubbings my hands submit to every day, nothing less cherishing than Pacquins could keep them socially acceptable—soft, smooth, lovely. Besides, Pacquins was originally formulated for doctors and nurses."

SPORTS



CARRYING LIFE LINE AND REEL, MAROUBRA CLUB PARADES IN CARNIVAL MARCH

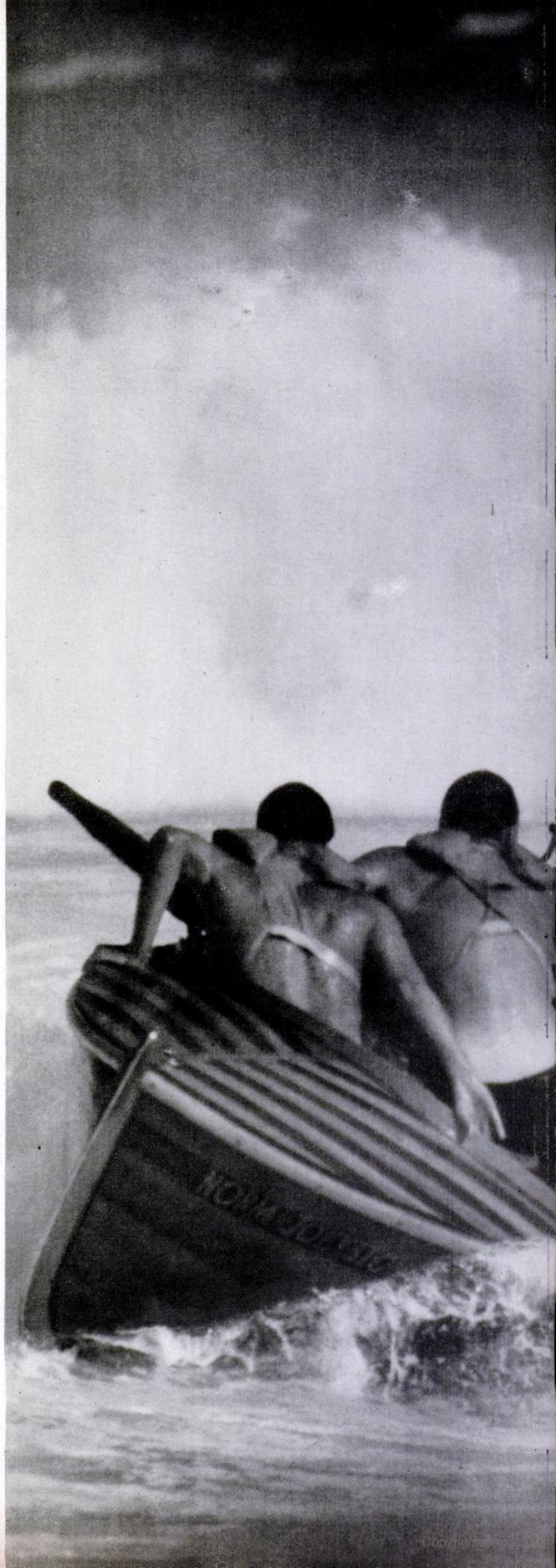
SURFGOING LIFEGUARDS

Hardy Australians demonstrate their skill at carnival

Nowhere in the world is surf swimming more popular than in Australia. In the 1,420 miles of the subcontinent's eastern Pacific shore, stretching from Cairns to Sydney, there is an average of one public beach every 15 miles. Yet there are few places in the world where the water is more treacherous. Deep channels extend all the way to the shore, and 20-foot waves backwash into these cavities to create undertows which sweep unwary swimmers out to be drowned. Every year hundreds of lives are lost, and many more would be but for the Surf Lifesaving Association of Australia, a volunteer organization of 10,000 brawny young men who patrol every mile of beach. During the summer, which is just now ending in Australia, trained members of the association saved more than 1,000 lives under conditions that were rough enough to result frequently in smashed arms and legs of their own. Unlike U.S. lifeguards, the Australians do not work for money. On the contrary they even pay \$2 a year each for the privilege of belonging to an organization like the Maroubra Beach Club (*above*), a regional unit of the association. Neither do they get any medals for a job well done. Their best opportunity for individual recognition comes in the interclub carnivals which are held several times a year. The spectacular photographs on these pages were taken at such a carnival on Maroubra Beach, where lifesaving clubs in the Sydney area put on exhibitions of surfboat racing (*below and opposite*), surfboard riding and long-distance swimming. For one demonstration not on the program, see page 72.



COLLISION IS AVERTED during a race through the breakers as the Coogee Club boat (*foreground*) maneuvers skillfully from the path of a boat which is out of control.





A 20-FOOT WALL OF WATER COMES CRASHING DOWN ON THE CREW
OF AN AUSTRALIAN SURFBOAT WHICH IS ALREADY HALF-SWAMPED

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fresh from the

Double Kay
NUT SHOP *KK*



In all good Stores

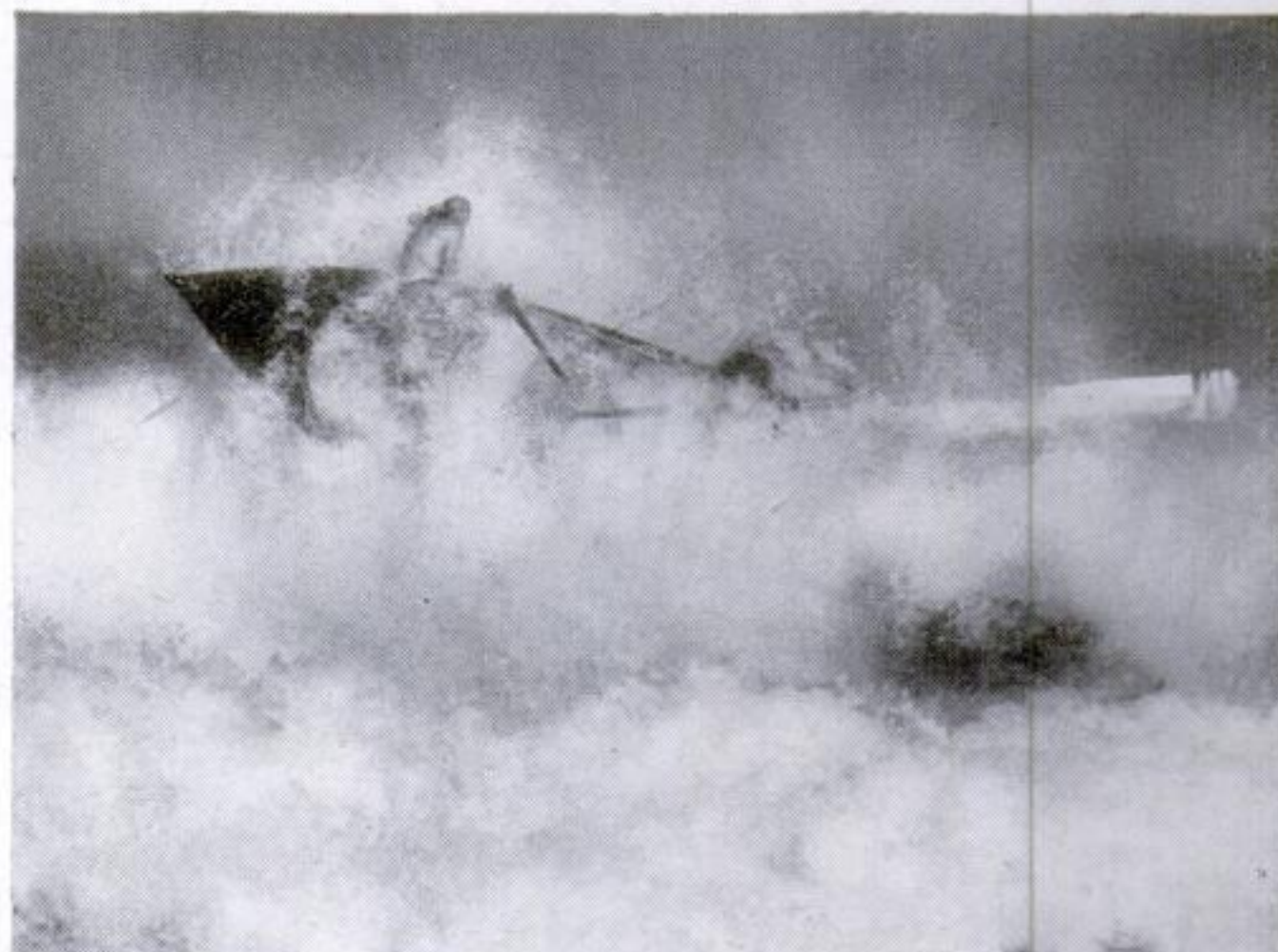
Always loaded with the finest nuts from all over the world—hot, with extra freshness—at moderate prices—with your dealer's honor guarantee of genuine Double Kay quality.

Double Kay
SALTED
NUTS *KK*
FRESHNESS TOASTED IN

½ lb. serves 8 at parties, bridge or luncheons

Try ¼ lb. for Sunday dessert

Surfgoing Lifeguards CONTINUED



A BOAT CAPSIZES. Coogee Club surfboat entry is struck broadside and the crewmen are pitched into the sea. For what happened thereafter see below.



A MAN IS HURT. He is Jack Scott, who has a broken collarbone and is supported by another crewman who treads water and raises arm to signal for help.



A RESCUE IS COMPLETED. A swimmer has gone out with rope to Scott, and linesmen on shore pull in both of them, taking over to carry injured man.



One ring for **purity**



a second for **body**



a third for **flavor**



Mighty welcome

BALLANTINE ALE

America's largest selling Ale

P. Ballantine & Sons, Newark, N. J.



Window into Yesterday

● *A window into yesterday?* Looking back hundreds of millions of years? Why bother with what happened "way back when"?

To Shell, the knowledge is so important that a new Laboratory of Exploration and Production Research has just been built . . . one of the largest in the nation.

Over 1200 different products are now made from petroleum—the demand for oil is history's heaviest . . . and it keeps growing. Shell's laboratory will apply every scientific procedure to the problem of producing more oil to fill that demand.

In it the sciences of geology, chemistry, physics, will be co-ordinated with engineering toward three objectives: (1) *Improvement* of today's successful ways of finding oil . . . (2) *Development* of new techniques to find oil . . . (3) *Recovery* of more oil from wells.

Scientists will work as a team. One group may tackle the *theoretical*—another will check on the *practical* side. A geologist may *start* an idea, an engineer may carry it through to perfection. And at the service of *all* is the finest equipment science can devise:

Neutrons and gamma rays will be used to penetrate rocks and disclose their contents . . . radar will make surveys . . . an artificial oil well makes possible laboratory tests under field conditions.

Because the laboratory deals with a heritage from the very distant past, it is a window into yesterday . . .

It is also a window that opens on tomorrow!

Scientific research into oil exploration and recovery is another way in which Shell demonstrates leadership in the petroleum

industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

Out of leadership in Research ... Shell X-100 Motor Oil

You get a share of the advancing knowledge of Shell scientists when you have your automobile crankcase refilled with Shell X-100 Motor Oil.



*Horizons widen
through
Shell Research*

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Incorporated



SEATED CLOSE TO THE EVENING FIRE, OLD MAN GRAY MOUNTAIN, 91, TELLS HIS SMALL GRANDCHILDREN LEGENDS ABOUT THE EARLY DAYS OF THE NAVAJO PEOPLE

THE NAVAJOS

Fenced in by an alien world, they struggle to exist on land that cannot support them

PHOTOGRAPHS FOR LIFE BY LEONARD McCOMBE

In the wild highlands of the American Southwest, north of the bustling towns of central Arizona, is a foreign land inhabited by an alien people. It is a country within a country, geographically a part of the U.S. but culturally distinct from it. Its 61,000 citizens are Americans but not a part of the American society. For more than 700 years the Navajos—"The People," as they call themselves—have hunted the forests of this region and farmed the hard soil of its valleys. The customs born of ancient necessity have survived, and the old values that gave life its meaning have persisted.

When the white men came the Navajos dealt with them as they had with other Indian tribes of the Southwest. A practical people, they learned to use the strange possessions which the newcomers

brought with them—horses for riding, sheep for food, metal for tools and weapons. When times were hard they raided the foreign settlements. Then more whites came, and the raids became skirmishes and battles. In 1863 Colonel "Kit" Carson and his men attacked The People, killing their flocks and burning their dwellings. The next year 8,000 Navajos—almost the entire tribe—were imprisoned at Fort Sumner, N. Mex.

Four years later a peace treaty was signed, and The People returned to their pillaged lands. Homes and flocks were rebuilt, and in the next half century the tribe doubled and redoubled. But the Navajo country was now a reservation hemmed in by land-hungry whites. The growing flocks destroyed the range, and there was little new range to be had.

As the Navajo nation grew, the land, the basis of its existence, began to fail.

The "Navajo problem" is not new. For 15 years the government has known that the reservation could not support The People. But only during the last few months have the American people discovered the plight of the Navajos. The nation's press has published heart-rending reports of starvation and disease and demanded immediate relief.

There is some truth in these reports. Certainly the Navajos are often sick and hungry. But their problem is not so simple that it can be solved by relief shipments. Its final solution must involve changes in the way of life of an entire people—changes made with the realization that this way of life is complete and very different from our own.



TOWARD SUNDOWN THE YELLOWSALTS FINISH UP THEIR OUTDOOR CHORES AND START THE FIRE FOR EVENING MEAL. IN BACKGROUND IS NAVAJO MOUNTAIN.



SHEEP are the basis of the Yellowsalts' livelihood, and herding is the main occupation. They raise winter and spring crops of lambs.



GOAT IS BUTCHERED by the young women while old grandfather Gray Mountain looks on happily. The goat's flesh will feed the family for about five days. All the blood is caught in a pan and later used in making a kind of sausage.



BAKING BREAD, a woman kneels by the fire while loaf cooks on crude metal grill. This native bread is a major item of Navajo diet.



ONE OF THE PEOPLE'S SACRED PEAKS



YELLOWSALT'S SON HAS HIS HAIR BRUSHED BY HIS WIFE. NOWADAYS MANY YOUNG NAVAJOS WEAR THEIR HAIR SHORT

LIFE ON THE WORN LAND IS HARD

At the foot of the sacred Navajo Mountain, 161 miles from the nearest white town, are the mud-and-log "hogans" which are the dwellings of the Yellowsalt family. It is a typical Navajo family group, big and informal, with many children, living mostly in the traditional way of The People. There is an old couple, their daughter, her husband, grandchildren and their husbands, greatgrandchildren and an assortment of more distant relatives. According to Navajo custom the men have come here to live with their wives' people. The family is seldom all together. Some of its members are usually off working for the whites or sick in a hospital or away at boarding school. But most of the time there are 15 or more Yellowsalts living in the family hogans.

Like a good many other Navajo families, the Yellowsalts depend almost completely on their sheep for a living.

To help out they grow a little corn, and the women weave a few rugs to trade for white men's goods. The men working on jobs off the reservation send back money when they can. Still, without their sheep the Yellowsalts might starve, and the sheep are growing fewer year by year. The family would like to build up its flocks, but the white administrators will not permit it. The grass would be destroyed, the white men say, and then all the sheep would die.

It has been estimated that a small Navajo family could get by on 250 sheep. But the government's cold arithmetic proves that the range can support only 600,000 head, or enough for only 2,400 of the 11,000 Navajo families. The Yellowsalts and more than nine-tenths of the other Navajo families have less than is needed to sustain even the simple way of life they value above all else.



GOAT'S HEAD IS SINGED by Old Lady Gray Mountain before being cooked in the embers. Nothing that is edible is thrown away.



GAME OF MARBLES, one popular part of white man's culture, is explained by small boy at center to brother and sister. This boy goes to school and learned the game there. His brother has to stay home to help with the sheepherding.



HAULING WATER is the big chore for children in this arid land. The youngster is carrying pails he filled in a gully four miles away.



WOMAN WITH A BACKACHE, seated with her granddaughter on sacred painting made with dry pigments on the sand, waits to receive blessings of Singer (extreme right).

THE NAVAJOS CONTINUED



PURIFICATION by sweating in blistering heat inside hogan is part of the ceremony (above and opposite) to cure girl (behind fire) who was haunted by ghost of her mother.

RITUAL GIVES COMFORT IN TIMES OF TROUBLE

The Navajo language, which is capable of the most precise and subtle expression, contains no word for religion. Yet The People have a religion—a strong and dynamic one—which affects almost everything they say and do. It is simply because religion is so much a part of everyday living and so inseparable from the rest of their culture that the Navajos do not isolate it in their minds and put a name to it.

But though Navajo religion is a part of day-to-day life, concerned mainly with such practical matters as curing disease and food-getting and even social occasions (below), its sacred chants are often beautiful and its ritual is impressive. Pictures at right and on the opposite page, taken in the sweltering heat of a fire-lit hogan, show, perhaps for the first time, the drama and intensity of a Navajo healing ceremony. Few white men have ever seen these rites, for The People consider them too precious to be shared with foreigners who worship an alien god.

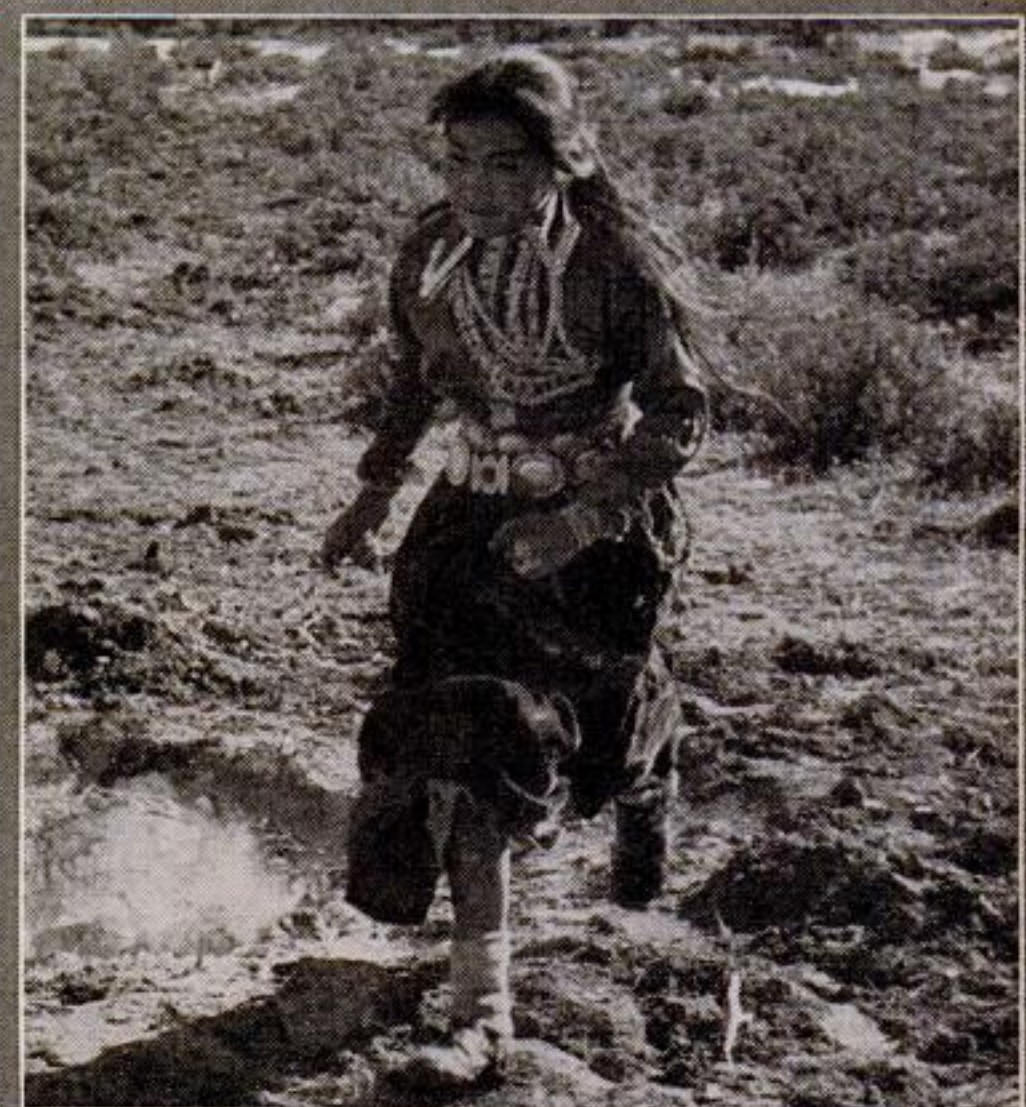
There is no Navajo priesthood in the white man's sense of the word. Everyone takes part in the great ceremonies, and most people know how to perform a few simple rites. But there are specialists in ritual: the Singers, or medicine men. These are men who have devoted many years of their lives to memorizing the complicated words of the chants and studying the native methods of healing, living by the payments made them for their professional services. In the years since the war ended the Singers have been called upon more than ever before. For even in the most remote parts of the Navajo country The People are beginning to feel the slow encroachment of the whites and see the old ways changing. A nation in uneasy transition, it turns to ancient ritual for comfort and protection.

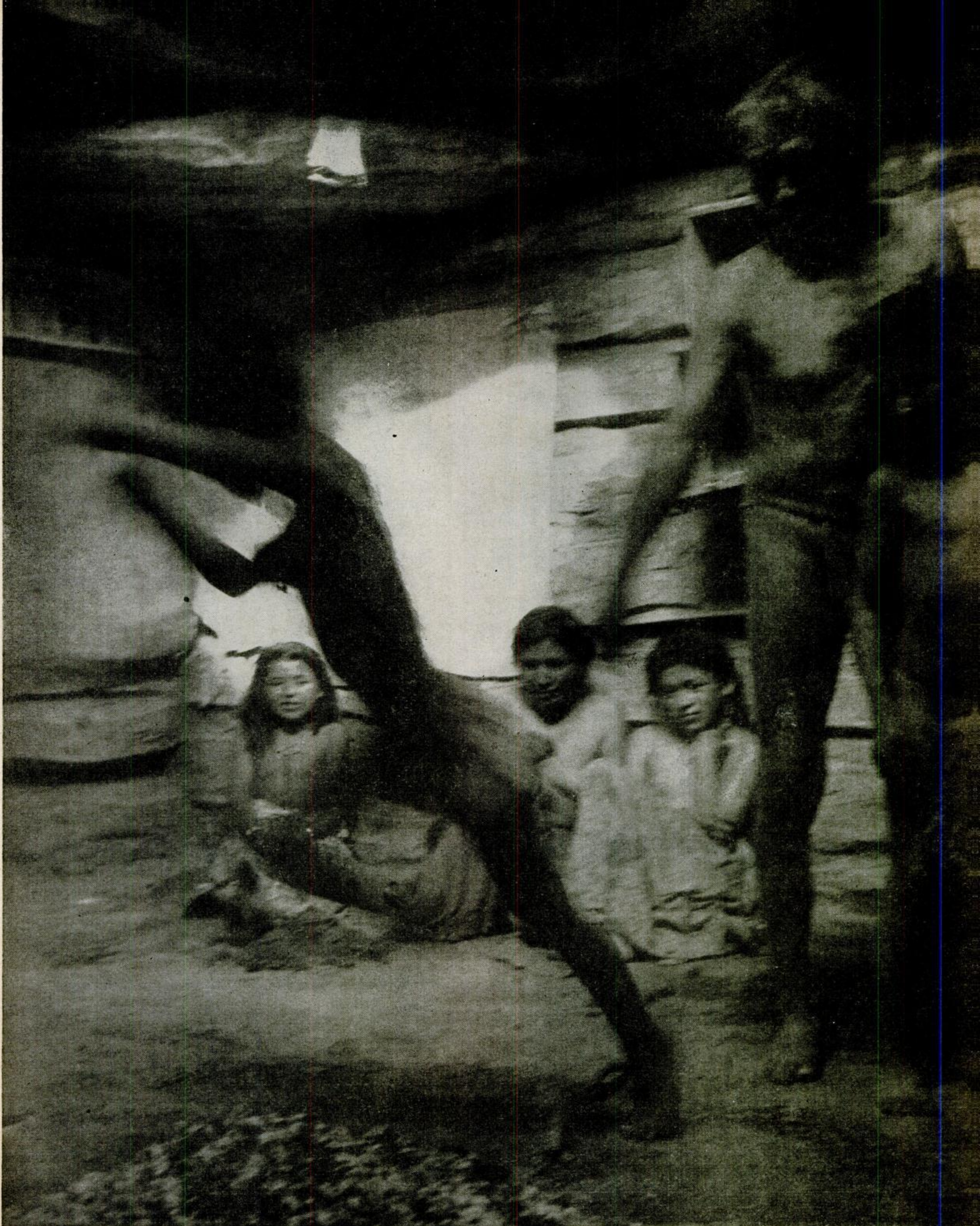


IN PUBERTY CEREMONY girl is dressed in all her jewelry and set to work grinding corn meal. For four days she grinds enough to make most of the batter for a huge cake



(center) 5 feet wide and 6 inches deep, which is cooked in a round pit. At dawn of fifth day she runs toward the sun and back past cake (right). She is then considered a woman.





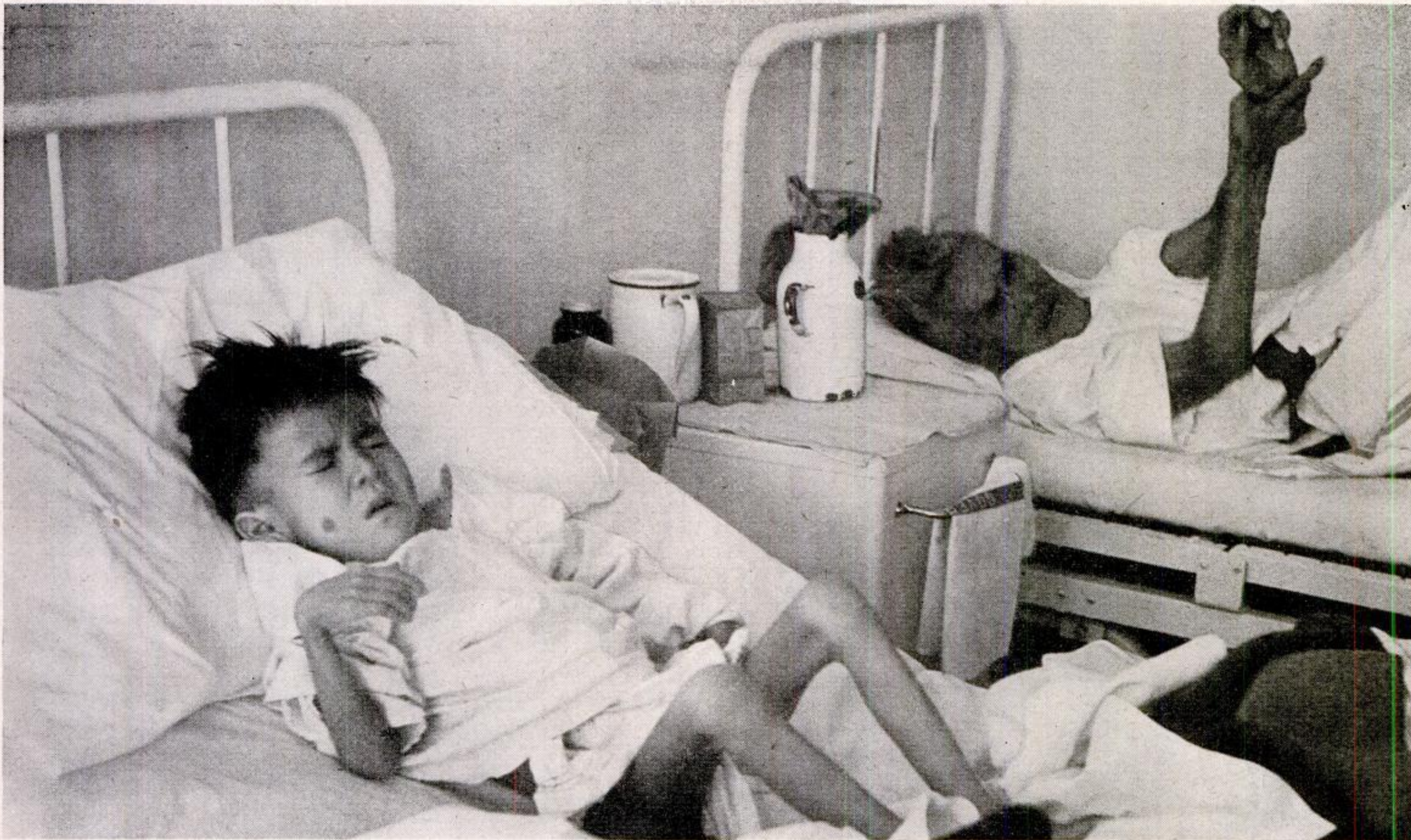
AT HEIGHT OF PURIFICATION CEREMONY a boy vaults over the bed of glowing coals left by the fire. At right, another boy and a 65-year-old medicine man, both

relatives of girl being treated, wait their turn to jump. Ceremony lasted through four days and five nights, was run by a Singer who specializes in illness caused by ghosts.



RACKED WITH DYSENTERY, a 2-year-old boy tosses on a folded quilt while his mother tries to comfort him. The child may be able to throw off the illness or may be

cured by the medicine men. Although there is a hospital 55 miles away, the road is in such bad condition that it would be almost impossible to get help from white doctors.



IN T.B. SANATORIUM a little boy and an old man lie side by side. Both are classed as "terminal" cases and are expected to die. Tuberculosis, considered a disease which

was probably brought by the white men, is now the greatest scourge of the Navajos. Statistics indicate that it accounts for nearly half of all deaths, hits young and old alike.

DISEASE TAKES A HEAVY TOLL

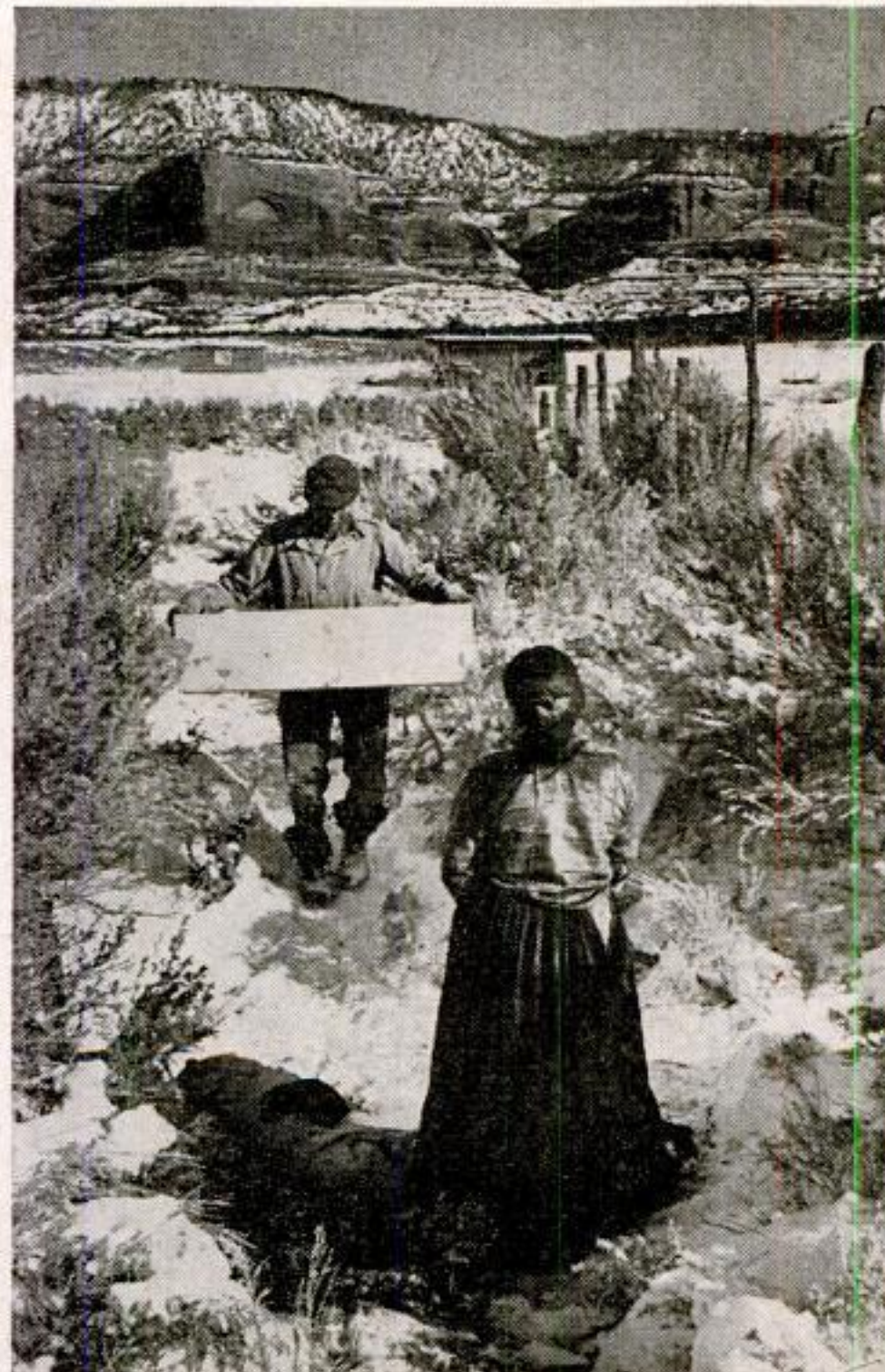
More than anything else, the Navajos fear sickness—and for good reason. Since the white men came, bringing liquor and terrible new diseases, The People have been so plagued with illness that only an amazingly high birthrate has kept the tribe on the increase. The government has done something about

the situation, but not enough. There are hospitals, generally well-equipped but too few. There are doctors, but only one for every 6,000 Navajos. The single tuberculosis sanatorium has only 100 beds, and last month, when Charlie Yazzie (*below*) brought his dying baby there for treatment, the beds were full.

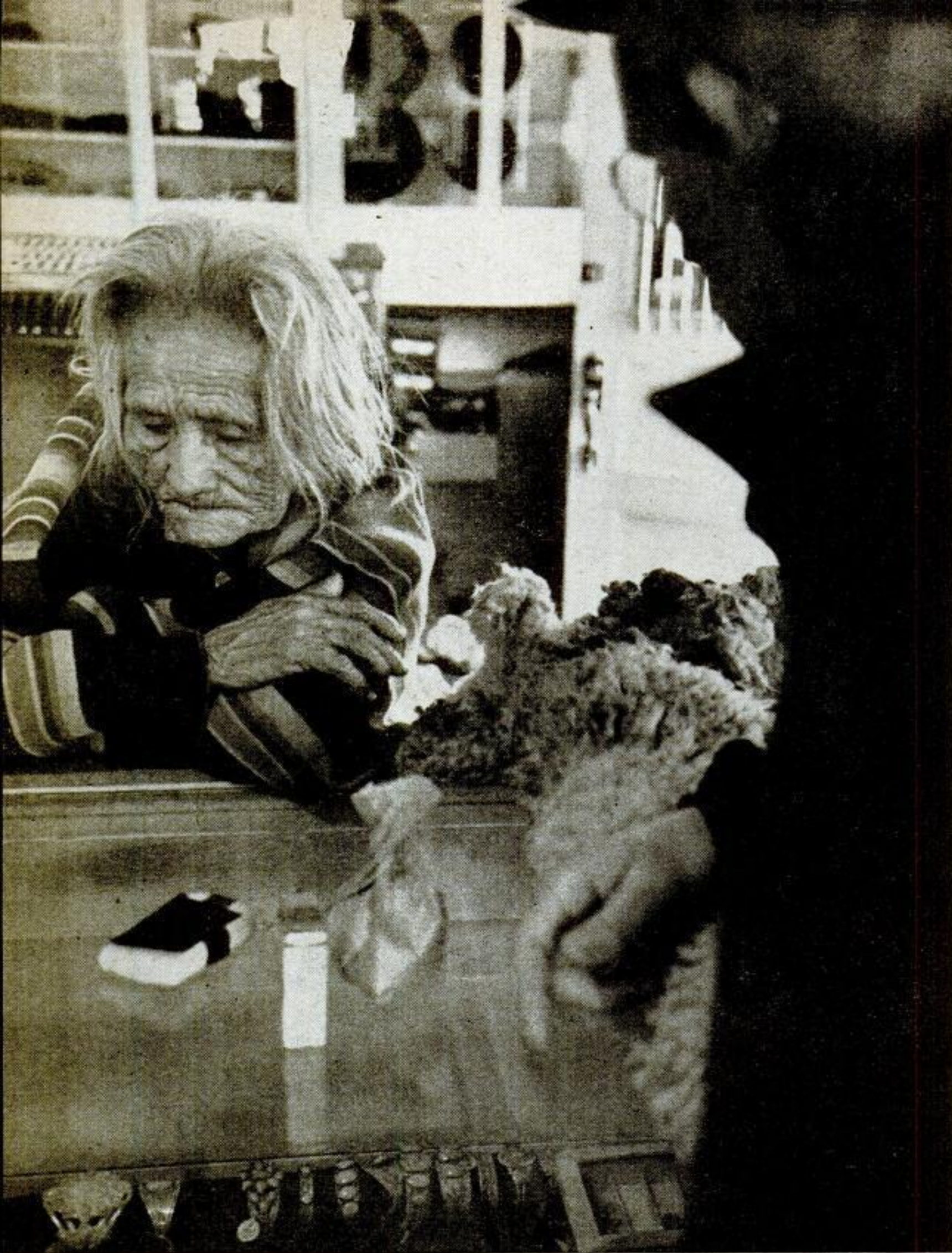


A DEAD BABY lies in his mother's arms as she washes his body for burial. Told by the white doctors that the

baby could not live, she put him out of doors to die. According to Navajo belief, death contaminates a home.



HOME-MADE COFFIN is carried by father to the place in the brush where the mother waits with their dead child.



IN TRADING POST an old woman gives a raw sheepskin for tobacco. White traders act as bankers for The People, often give credit to help carry them through hard times.



IN WHITE TOWN a Navajo lies drunk on sidewalk. Law forbids sale of liquor to Indians so they buy it from bootleggers, usually try to gulp it before police take it away.

THE NAVAJOS CONTINUED



IN MISSION SCHOOL older girls are given instruction in good grooming. To the few Navajo girls who receive a high-school education this sort of training can be valuable.

YOUNG NAVAJOS LIVE BETWEEN TWO WORLDS

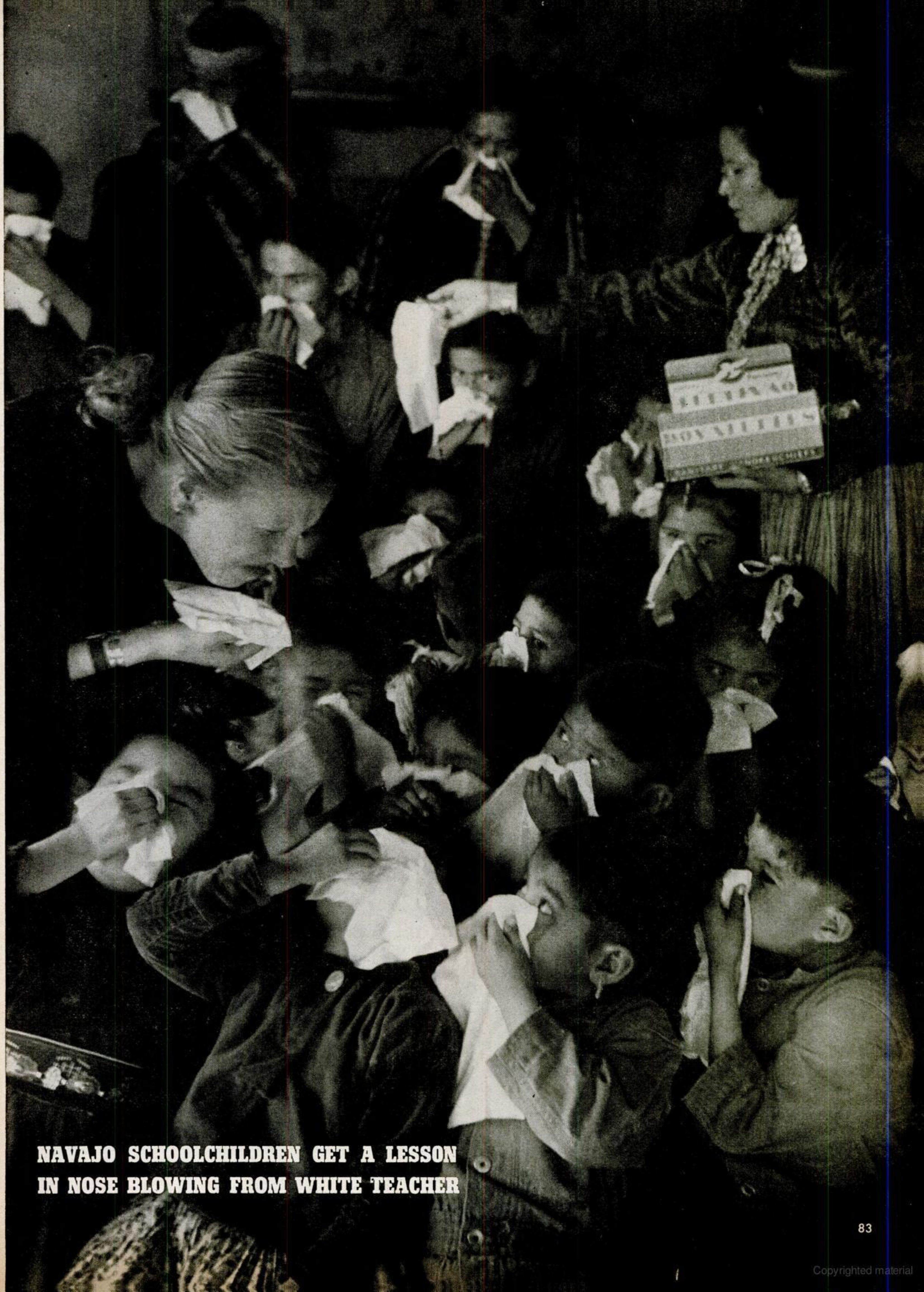
The young English-speaking Navajos are a people caught between two worlds. Unlike the older folk, whose lack of formal education forces them to continue in the old way, the young people are faced with the painful necessity of choosing between their own culture and that of the whites.

In the schools run by the Indian Service and the various missions, Navajo children are taught things that will be of value to them on the reservation or off it. They are also taught inadvertently or deliberately to want certain things that the Navajo way of life cannot supply. Most of them return to the hogans and relearn the techniques of Navajo life, but a few leave their people for the white man's world, only to find that they are unprepared for it and not accepted by it. After the years of schooling during which they were urged to learn the ways of white people, they find that their attempt to compete in the white economy is resented. They are given only menial jobs. They are treated as inferiors and are forced to live in a kind of "poor-white" status around the edges of American towns. Although they are citizens, New Mexico and Arizona do not permit them to vote. Even those who are war veterans are denied the right to drink in public bars. The frustration of their empty, friendless existence sometimes leads them to drunkenness and petty crime. Yet these young men and women are by and large the best educated of the Navajo people. The failure of many of them to fit easily into the framework of white American society should be answer enough to current suggestions that all the Navajos be taken from the reservation and scattered across the country as a source of cheap labor.

In the recent flood of publicity about the Navajo situation, the government's Navajo Service has often been made the villain of the piece. But although the Service has made mistakes, its administration is not the cause of the Navajo problem. Anthropologist Clyde Kluckhohn, a top-ranking expert on Navajo culture, has stated that "in its best features, the [Navajo Service] program can be termed one of the finest and most successful examples of practical idealism in government." An indifferent Congress has been partly to blame.

The facts remain that the present Navajo economy cannot support the tribe, and that the tribe is not yet ready for assimilation into white society. Although the Navajos are the largest and fastest-growing Indian group in the U.S., and although their present needs are more acute than those of the other remaining Indian cultures, they are still a small minority in a nation of 142 million people. But the importance of their problem is greater than the matter of government responsibility toward one particular dependent group. Here, on a small scale, an experiment can be made which may help to answer two of the key questions of our time: How can technical knowledge be made available to a primitive people without destroying the whole fabric of their lives? How can nations which differ from each other in appearance and language and culture live peaceably together?

As far as the Navajo Indians are concerned these questions still stand. There are no easy answers. But several things are obviously and urgently required: more schools, more roads, a broader public-health program, increased irrigation of farmlands, the development of small industries throughout the reservation. These measures will not solve the Navajos' dilemma, but they will ease the present situation and provide the time needed to work out a permanent solution.



**NAVAJO SCHOOLCHILDREN GET A LESSON
IN NOSE BLOWING FROM WHITE TEACHER**



AMID NEW LOOK PROPS Christian Dior is photographed in his Paris salon. Devices include old-fashioned chokers, hatpins, feathers, a switch of false hair, small purse,

ruffled hip pads, waist-pincher, specially built brassiere, gloves, crinolines, shaped belts, bows, artificial flowers, muff, tiny hats perched precariously on one side of the head.

DIOR

"I know well the women," says the shy little Frenchman who made the New Look and is now on top of the fashion world

by JEANNE PERKINS

ABOUT a month ago the Little Below the Knee Club, a nationwide organization of some 300,000 embattled women, succumbed to the overwhelming pressure of events and admitted that its valiant fight to preserve America from the New Look had ended in defeat. It had not fought alone. At the height of the battle, which started about this time last year, such assorted luminaries as George Gallup, Walter Winchell, Sir Stafford Cripps, the governor of Oklahoma, Eddie Cantor, the Duchess of Windsor and Princess Elizabeth—not to mention the *Wall Street Journal* and *America's Town Meeting of the Air*—were putting aside questions of politics, finance and World War III to consider, for publication, the significance of happenings in the world of women's fashion. Today a few isolated diehards are still shouting here and there. One of the last of them was Mrs. Anna Rosenberg, kinetic lady labor lawyer, who as late as three weeks ago was still hopefully taking her stand on the slogan: "Let the new look of today become the forgotten look of tomorrow. It shows everything you want to hide and hides everything you want to show."

But the average U.S. woman's heart was not in it any more, and the average U.S. woman's husband, long since resigned to footing the bill for the greatest feminine sartorial overhaul in a generation, had simply written it off as one of history's minor catastrophes. The women were agreeing that the parachute skirt and the padded hip did do something for the figure, and the men were marveling anew at the familiar fact [that the most preposterous feminine rigging that a couturier's mind can conceive has a way of looking perfectly normal and natural a few months after women adopt it. As a matter of fact in Paris the New Look was already celebrating its first anniversary at the most successful fashion openings in seven years.

Like most dramas involving an entire social upheaval, the New Look revolution has had many villains (or heroes, depending on one's point of view). But the main one is a timid, middle-aged, insignificant-looking little Frenchman named Christian Dior, who would be instantly picked by anyone familiar with whodunits as the character least likely to be suspected. M. Dior, who looks extraordinarily like a Kewpie doll, is short, round, bald; wears dark, dowdy, unpressed suits, office-worker ties and shirts and pointed shoes. One of New York's fashion sophisticates, after first meeting M. Dior in America a few months ago, remarked, "I'd been waiting for this chic, dashing character, and what do I find? A French undertaker."

The impression was typical of that created by Christian Dior during his American visit. At the innumerable cocktail parties given in his honor, eager hostesses invariably found him standing in a corner, his hands folded placidly, his head cocked a little to one side, politely taking in the peregrinations of the beautiful and animated guests but somehow not dissolving satisfactorily into the social swim. During his entire six weeks of partying, M. Dior coined not a bon mot and made not a single controversial remark. To especially determined and persistent questioners he replied that America was marvelous, that American women were marvelous, and—even more frustrating—when they posed what they considered the sure-fire question about American clothes, M. Dior replied earnestly that he thought they were marvelous too.

The first results of the Dior insurrection had, in fact, frankly appalled M. Dior himself. At his Paris opening last year, besieged by a shrieking throng of reporters, editors and buyers, he had been heard to murmur, "My God, what have I done?" Dior had, in fact, begun the third fashion revolution of the 20th Century. Paul

CONTINUED ON NEXT PAGE

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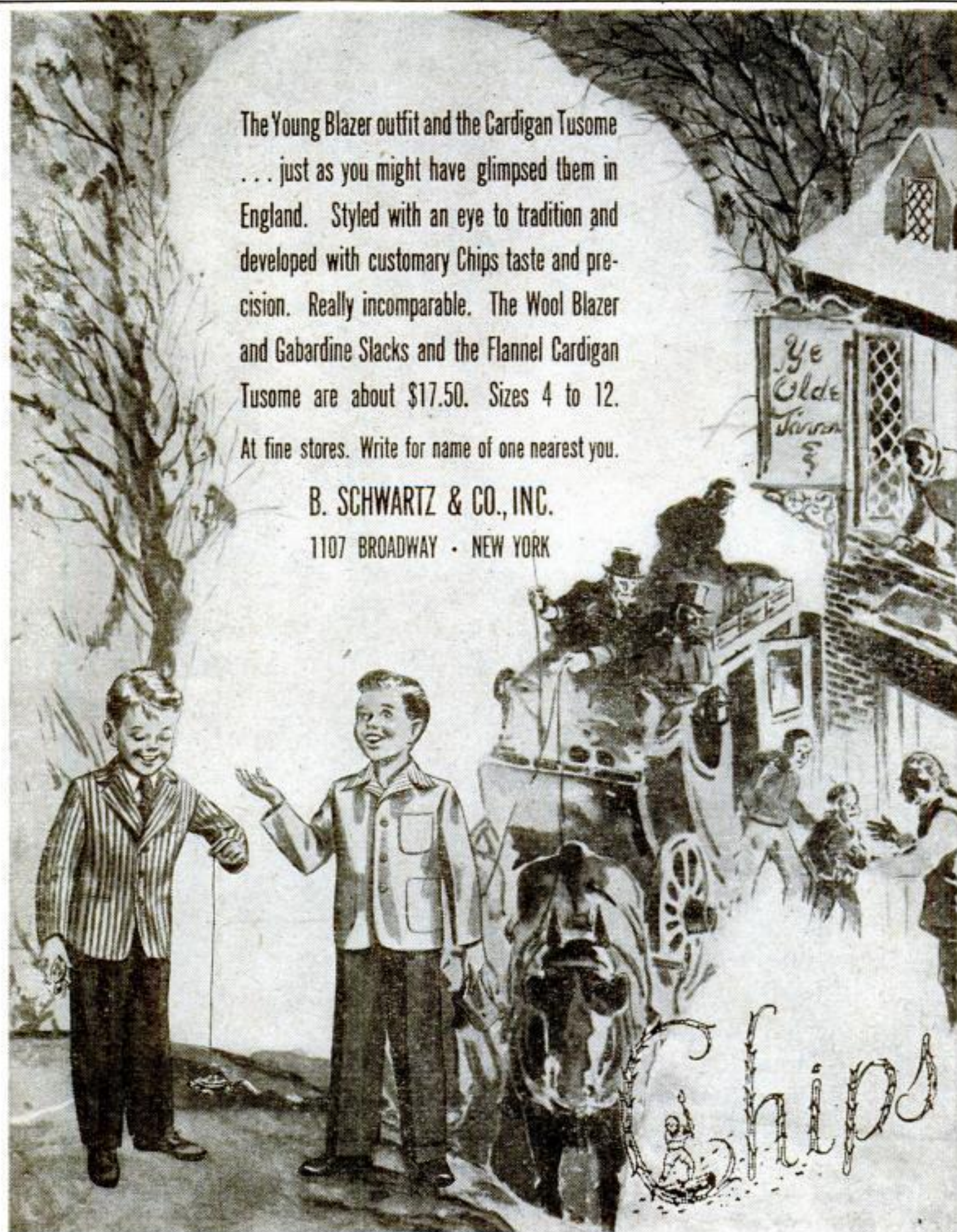
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"MARGRAVE," Dior's cocktail dress (left), was imported last fall by several American stores. Bergdorf Goodman in New York featured it to sell for \$400.

DIOR CONTINUED

Poiret had revolutionized women's clothes in 1910, Gabrielle Chanel had staged the next uprising after World War I. In February 1947 Christian Dior ushered in the New Look.

All three of these revolutionaries managed to uproot the current style and replace it with their own by following the basic axiom which has been the source of every major style change in history: study the fundamental trends of your time and then go against them. Until 1910 women had felt secure in the support of the S-shaped corset. At that time a designer named Paul Poiret took away their props, repudiated the wide skirts which had been the rule for more than a generation and launched a new look of his own which contemporary fashion writers would probably call the "Oriental Look." In the '20s, when luxury and wealth were at their peak, a peasant girl named Gabrielle Chanel deposed Poiret's Oriental Look and replaced it with "Le Genre Pauvre" ("The Poor Look"). Instead of yards of satin and lace Chanel used thrifty amounts of cheap cottons and wools, making it amusing to look poor because obviously everyone had so much money.

Dior follows the same profound rule. Now that fabrics are scarce and finances shaky in many countries, he launches styles requiring extravagant yardage and luxurious fabrics. The obvious fact that it makes no sense only proves the logic of fashion. Now, as in the past, women are following right along. They are lacing themselves in again, regardless of what happens to the monkeys being corseted by various research institutions. Small bags are in style, so women don't carry as many essentials with them. It is an era of long skirts, so they sidle instead of stride.

The man on horseback

LIKE all great revolutionists, Christian Dior is a creature of destiny. He did not create the New Look singlehanded. But he appeared at the psychological moment as its man on plush horseback. As far back as the late 1930s Martha Graham's modern ballet troupe was wearing the knee-covering, bosom-exposing garments currently featured as the New Look. In 1941 *Harper's Bazaar* solemnly warned its readers: "Watch your skirt length. If this longer skirt length looks right to you, you're a woman of the future." At the same time progressive American designers like Hattie Carnegie, Valentina and Ceil Chapman and, later, Balmain and Piguet in Paris, were already rounding shoulders and lowering skirts for their style-minded customers. Dior sensed this situation ("I know very well the women"). He also sensed that the time was exactly ripe to convert these minority manifestations into a powerful mass movement. Merchandising experts estimate that a new style takes a year to establish itself in the low-price markets; Dior reached them in three months. He did it through perfect timing, nerve (which the fashion writers called "magnificent courage") and a genuine flair for designing. The suddenness with which Christian Dior skyrocketed from obscurity to the position of fashion's No. 1 dictator was startling. At 40 Dior was an assistant designer, one of those many anonymous would-be creators of fashion tucked away in the back hallways of the elegant Parisian *maisons de couture*. At 41 he not only had an establishment

\$45



\$8.95



Manufacturers then adapted it, with less fabric and workmanship, at successively lower prices. The design has been carried over into U.S. spring collections.

of his own but was acclaimed as "the man who saved French *couture*" and "the most important single influence on fashion in 20 years."

Although scarcely anyone had ever heard of him before last year, Christian Dior had been a minor figure in the Paris dress business, on and off, since 1936. About a year and a half ago, with backing from a French gambler and millionaire named Marcel Boussac, he left a job as one of Lucien Lelong's numerous assistants to open his own dress shop—a fine old mansion on the Avenue Montaigne, a few steps away from the Champs Elysées. He plunged lavishly, staking everything on a single throw. For four months 85 decorators and painters labored to produce an atmosphere of discreet elegance unequalled in any existing Paris *salon de couture*. When the setting was ready, Dior retired to his little country house near Fontainebleau and meditated for a week. He returned from this lonely vigil, his pockets stuffed with 300 designs scrawled on odd bits of paper.

On Feb. 12, 1947, Dior let off his bombshell before a carefully selected audience including such leaders of fashion as Lady Diana Duff Cooper, Comtesse de la Rochefoucauld, Louise Macy Hopkins Gates, Editor Carmel Snow of *Harper's Bazaar* and Mrs. Jefferson Caffery, wife of the American ambassador. Lucien Lelong, Dior's former boss, generously offered endorsement. The climax was reached when Christian Bérard, the most powerful behind-the-scenes manipulator of Paris fashion, appeared accompanied by his little white dog Hyacinth. The result was pandemonium. "Mon Dieu, this changes everything," gasped the onlookers. "God help those who bought before they saw Dior." "Dior," remarked one deeply impressed colleague, "has done for Paris *couture* what the taxicab drivers did for France at the Battle of the Marne."

Dior's sudden eminence was in many ways due to the flatness of the surrounding terrain. The situation of Parisian *haute couture* was bad. There was even a suggestion in the air that France might lose once and for all the leadership of the world's fashion. American buyers, combing the boulevards for new ideas, had about given up. American women, to the horror of the dress business, were spending their money on travel, refrigerators and washing machines instead of clothes.

"I'm a mild man," Dior says, "but I have violent tastes." Violent tastes were precisely what the situation demanded. Dior went all-out for his new line. His wide skirts were not only wide—they stretched up to 45 yards. His narrow waists became as much as 2 inches narrower by means of specially installed corsets. His low necks were so low that they barely stopped at the waist. Other designers might sidle up to old-fashioned femininity and romance; Dior tackled it headlong. In contrast to the tentative experiments of previous progressives, Dior's clothes constituted a complete turnabout.

After its invention in Paris the gradual percolation of Dior's New Look down to the popular American dress market followed a familiar pattern that can be illustrated by the career of a single Dior model—a full-skirted dress named "Margrave." When Dior first showed Margrave in Paris last fall, it was a black wool dress with a narrow top and wide skirt, the distinguishing feature being

CONTINUED ON NEXT PAGE

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DIOR'S HOME, a fourth-floor walk-up in the heart of Paris, is old-fashioned, comfortable. Dior decorated it to resemble his parents' home as it was in 1900.

DIOR CONTINUED

three large bows down the center of the bosom, with provocative areas of bare skin showing between the bows. Bergdorf Goodman and Henri Bendel bought it on bond to avoid the duty, made it up in American fabrics to sell for \$400, then returned the original to Paris. Meanwhile, in wholesale houses of all price brackets, enterprising scouts were busy adapting Margrave to their particular medium. Some copied it from Bergdorf's; others studied sketches obtained in various ways.

At \$110 Margrave's skirt was four yards narrower than Margrave at Maison Dior, fastened with a zipper instead of buttoning down the back and was made of rayon instead of wool. At \$45 Margrave's yardage was reduced one more yard by using four seams in the skirt, half as many as Dior had in his original. Another manufacturer, using $\frac{3}{4}$ of a yard less, produced his version of Margrave to sell for \$25. By December, Ohrbach's in New York was proud to feature their Margrave at \$8.95. All this happened in three months. The only striking difference between Margrave at \$400 and the adaptation at \$8.95 is that in the cheaper version the bare flesh is eliminated in favor of a conventional, covered-up front, with the bows superimposed onto the bodice. This would seem to indicate that in the higher social brackets the standards of respectability in regard to exposure, particularly of bosoms, are less stringent than in the lower-income group. The class origins of M. Dior who designed the original, barest version of Margrave further support the theory.

"Dior was born a gentleman," one of his childhood friends remarks. "It took a catastrophe to make him a *couturier*." Indeed, Dior was practically born with silver pins in his mouth. He grew up as the second of four children of a wealthy soap-manufacturing family. At 3 he was photographed wearing the costume of a rabbit, along with a friend disguised as a chicken. When he was 7 a gypsy fortuneteller told him, "Little boy, through women you will have a magnificent success." A year or so later, in grammar school, teachers began scolding Christian because he kept drawing the outline of a woman's leg with a high-heeled shoe on his notebooks, textbooks and examination papers. "I didn't know then why I drew the same curves over and over again," Dior says today, outlining imaginary legs with rapid gestures of his hands. "Something made me do it in spite of the scolding. I derived much pleasure from the shapes I drew. The shoes always had high heels. Sometimes they were laced, sometimes buttoned, but always with high heels, and

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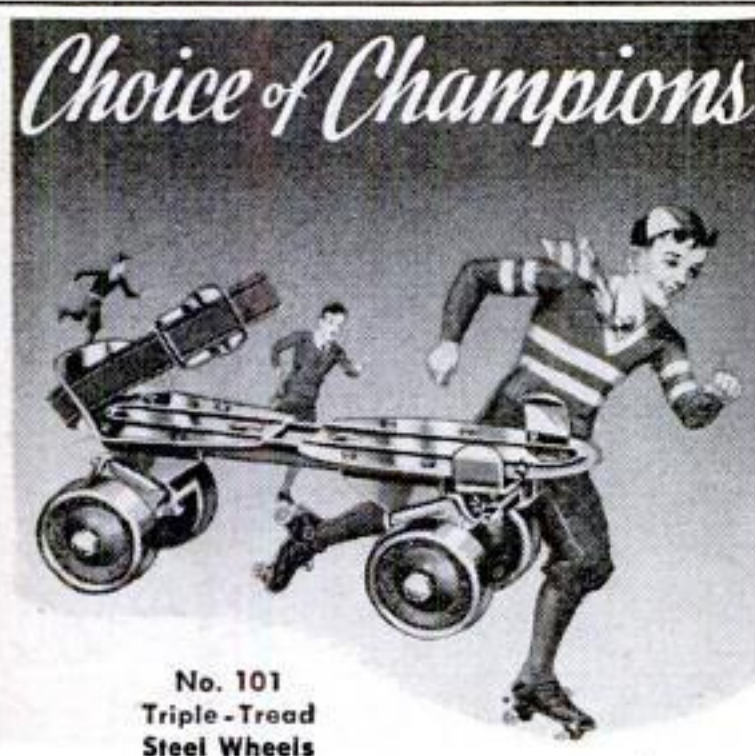
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LATEST DIOR DRESSES, now being shown to buyers, show marked Edwardian trend. White evening dress above has old-fashioned corset-cover top.

such beautiful, curved calves. Now I understand why I drew this outline. . . ."

The family spent the winters in a smart Paris apartment and went to Granville, a fashionable Normandy resort, for the summer. The Dior estate was a huge, sprawling property with landscaped gardens and elegant, high-ceiling rooms. By the time he was 13, Christian regularly designed costumes for himself and his friends for the then popular Granville masquerade parties. "If Christian designed our costumes, we always won the prizes," a friend recalls. "The little girls were very fond of him."

Psychiatrically minded intimates of Dior explain his present penchant for romantic, figure-eight designs by saying that Christian has a grandmother fixation. Mme. Martin, Dior's mother's mother, was an imposing, fine figure of a woman who wore her corset tight and her décolletage low. A product of the era of *Godey's Lady's Book* and Louisa May Alcott, she impressed Dior and his friends with her extravagantly embroidered, full-skirted gowns. Christian's parents died long before she did, and consequently it was Mme. Martin who watched over Christian and entertained his friends. He has decorated both his home and his shop in the style of her day, and it may well be that Dior advocates a well-curved figure today because it brings back pleasant memories of his grandmother.

Gentlemen do not become dressmakers

MME. MARTIN was a lady of the old school, and in the 1920s gentlemen did not become dressmakers. When his father urged him to take up the gentlemanly profession of diplomacy, Christian dutifully complied and enrolled at the Ecole Libre des Sciences Politiques in Paris. He made passing grades but spent all his free time studying music and talking art with the radical young painters, musicians and writers who later were to become Europe's most celebrated *avant-garde*: Jean Cocteau, Salvador Dali, Francis Poulenc, Christian Bérard.

Dior lived the life of a dilettant until 1932, when three catastrophes suddenly sobered him into the necessity of doing something productive: his father went broke; his fiancée decided he was a bad marital risk; his health failed. In the subsequent struggle Dior spent about a year convalescing in Majorca. He had a lot of time to think. When he returned to Paris, Dior started the steady and methodical climb that was to lead him to his present position of eminence. World War II was a mere interruption during which

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he served a year as a private in the French army. He drew fashion illustrations for the newspapers; he free-lanced as a designer; he worked successively as assistant to Piguet and Lelong, two of Paris' top *couturiers*. When the conditions of the world of women were ripe, Dior was ready. On four continents one lone, rather mousy, ambitious and methodical little Frenchman was about to work a social change of international scope. The women of the world were ready to dance at the flick of his whip.

Last September the Neiman-Marcus Co. in Dallas, Texas voted Dior the award of the year for "outstanding service" in the field of design. Dior had always wanted to come to America anyway, so he decided to come over and receive the award in person. During his six weeks in the U.S., M. Dior combined the itinerary of an Alice in Wonderland tourist with the appointment schedule of a hardheaded businessman. Between cocktail parties, visits to New York and Chicago museums, dips in Hollywood pools, the opening of the San Francisco opera, evenings on Broadway and exploratory tours of Chinatown and the Bowery, Dior found time to visit almost every important department store in the U.S., dicker with furriers and hosiery companies about mutually satisfactory deals, give goodwill speeches to fashion groups in the larger cities, inspect the workings of American wholesale houses and reject innumerable offers to endorse American cars and machinery. He learned to say "whisky sour," seldom missed dropping in at Schrafft's for a chocolate-fudge sundae around teatime and was awed by Ethel Merman in *Annie Get Your Gun*. Dior liked Chicago because it most resembled the U.S. as he had seen it in American movies, bought a camel's-hair overcoat, ready-made, at Marshall Field & Co. in Chicago and met up with a long-lost cousin in Montreal, Canada.

On Oct. 17, several pounds heavier, Christian Dior boarded the *Queen Elizabeth* for home, bearing gifts for all his friends: a refrigerator, some ready-made clothes for his nieces purchased under the personal supervision of Dorothy Shaver, president of Lord & Taylor, 300 pounds of sugar, flour, rice, coffee, candles, two cases of soap, several ties and sweaters, some new shoes and the camel's-hair coat. He had been torn to pieces, but nicely, and altogether his trip had been an unqualified success. He had pretty well found out what the American woman was about, a problem which had long fascinated him.

Now, as women all over the Western world sit sewing in skirt facings, removing shoulder pads and feeding their families on spaghetti to save enough money to buy a new spring outfit, Christian Dior sits in his fusty, musty, old-fashioned Paris apartment amid his antimacassars and rubber plants, quietly cocking his eye in the direction of the U.S. and checking, with satisfaction, the latest progress of the New Look. According to some well-informed members of the trade, he is dreaming of the wonders he could work with his ideas if he could requisition the manufacturing facilities of the U.S.

Three weeks ago the new spring showing of Dior models opened in Paris. "Christian Dior . . . crossed up the fashion world again," whooped the Associated Press. "Chalk up another fast one for Christian Dior," exhorted WNBC's Peter Roberts. "Yesterday he let the world in on his ideas for 1948. And the folks who should know were betting dollars to doughnuts he was going to lengthen skirts a little more. But friend Dior . . . shortened skirts! Not much—but shortened! Just one inch. . . ."



PARIS SEAMSTRESSES mobbed their boss, Dior, on St. Catherine's Day (Nov. 25), the traditional spinsters' holiday. Dior is rich, kind and unmarried.

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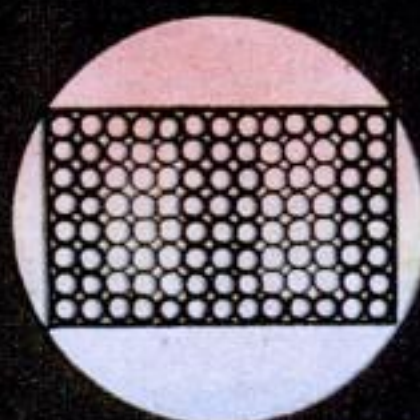
The Beer that made Milwaukee Famous

Here are the "Lifelines" of your New NAMACO Lifetime INNERSPRING MATTRESS

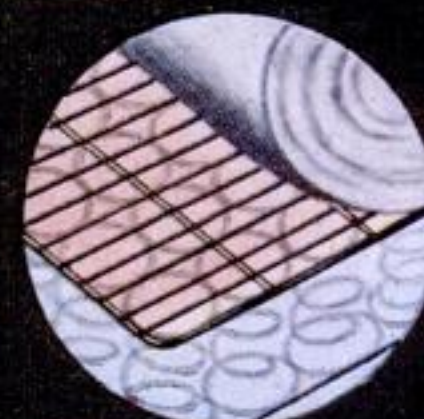
Now, you can enjoy the most comfortable sleep of your life on the new Namaco Lifetime innerspring mattress . . . *the secret lies in five hidden "lifelines."*

As you relax on a Lifetime, hundreds of buoyant, fine tempered steel coils work in unison to comfortably support your entire body. Cares, worries, tension drop away and you feel blissfully at peace. That's because this Lifetime innerspring mattress is designed to give you *balanced relaxation*. No sleep disturbing sag, no hollows, no stress, no strain . . . just deep, refreshing sleep.

In addition to extra comfort, the Lifetime is designed to give you a beautifully tailored bed. See a demonstration of greater comfort, wearing ability and richer appearance in America's greatest mattress buy—the Namaco Lifetime—which took master craftsmen a lifetime to develop. See it at your dealer today!



Posture Poise Unit
a scientific arrangement of hundreds of Premier steel coils giving you *balanced relaxation*.



Postulator Insulation
does away with "coil feel," prevents cotton sagging, adds to your comfort.



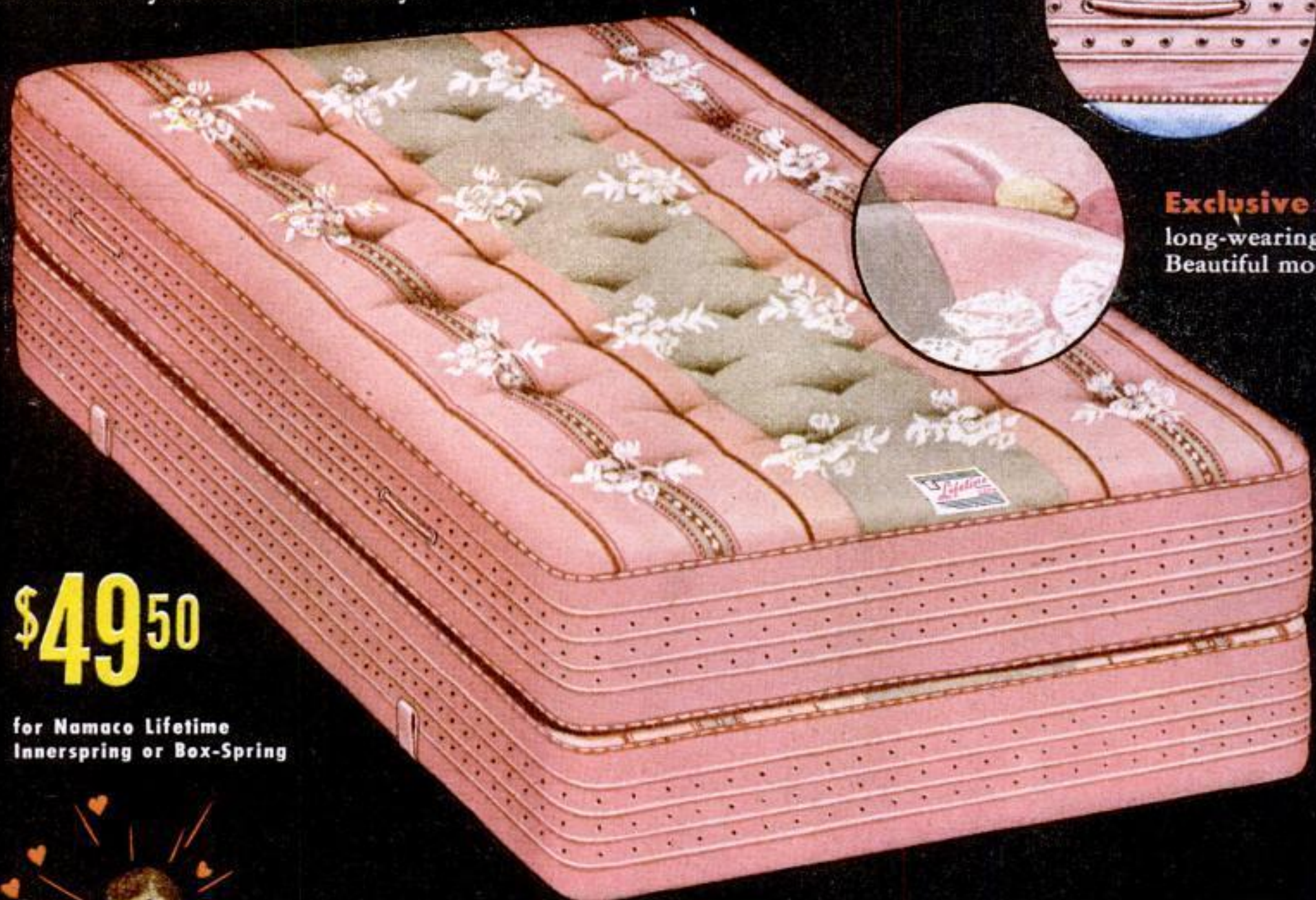
Flex-Steel Border Rod
adds resiliency, yields to body weight, reduces stress and strain on mattress.



Pre-Built Border
adds years to life of Lifetime, gives bed a beautiful tailored look. Hundreds of ultra modern ventilators keep mattress fresh, more sanitary.



Exclusive Woven Tick
long-wearing, sunfast and vat-dyed. Beautiful modern designs.



\$49⁵⁰

for Namaco Lifetime
Innerspring or Box-Spring



**Refreshed!
Rarin' to go . . .**
He gets *balanced relaxation* on a Namaco Lifetime, he feels wonderful from head to toe.



**Bright-eyed
for Dates . . .**
So she's peppy for work and fun. Her slumber is deep on a Namaco Lifetime.



**Alert for
School and Fun . . .**
Sleeping on a Namaco Lifetime relaxes his tired, tense body, recharges his energy.



**Feels and
Looks Like 21 . . .**
Her sleep is steady, no sag or hollows to disturb her comfort on a Namaco Lifetime.

THE NATIONAL MATTRESS CO.
BRANCHES IN PRINCIPAL CITIES

NAMACO

Charm Innerspring Mattress	79 ⁵⁰	Serene Innerspring Mattress	69 ⁵⁰	Enchantrest Innerspring Mattress	59 ⁵⁰
Health Builder Innerspring Mattress	39 ⁵⁰	Home Beautiful Innerspring Mattress	29 ⁵⁰	Baby Lifetime Innerspring Mattress	16 ⁹⁵



HENRY FONDA PLAYS HEROIC MR. ROBERTS, WHO HELPS WIN THE WAR BY FIGHTING BOREDOM ON A NAVY RUST-BUCKET IN THE BACKWATERS OF THE HOT PACIFIC

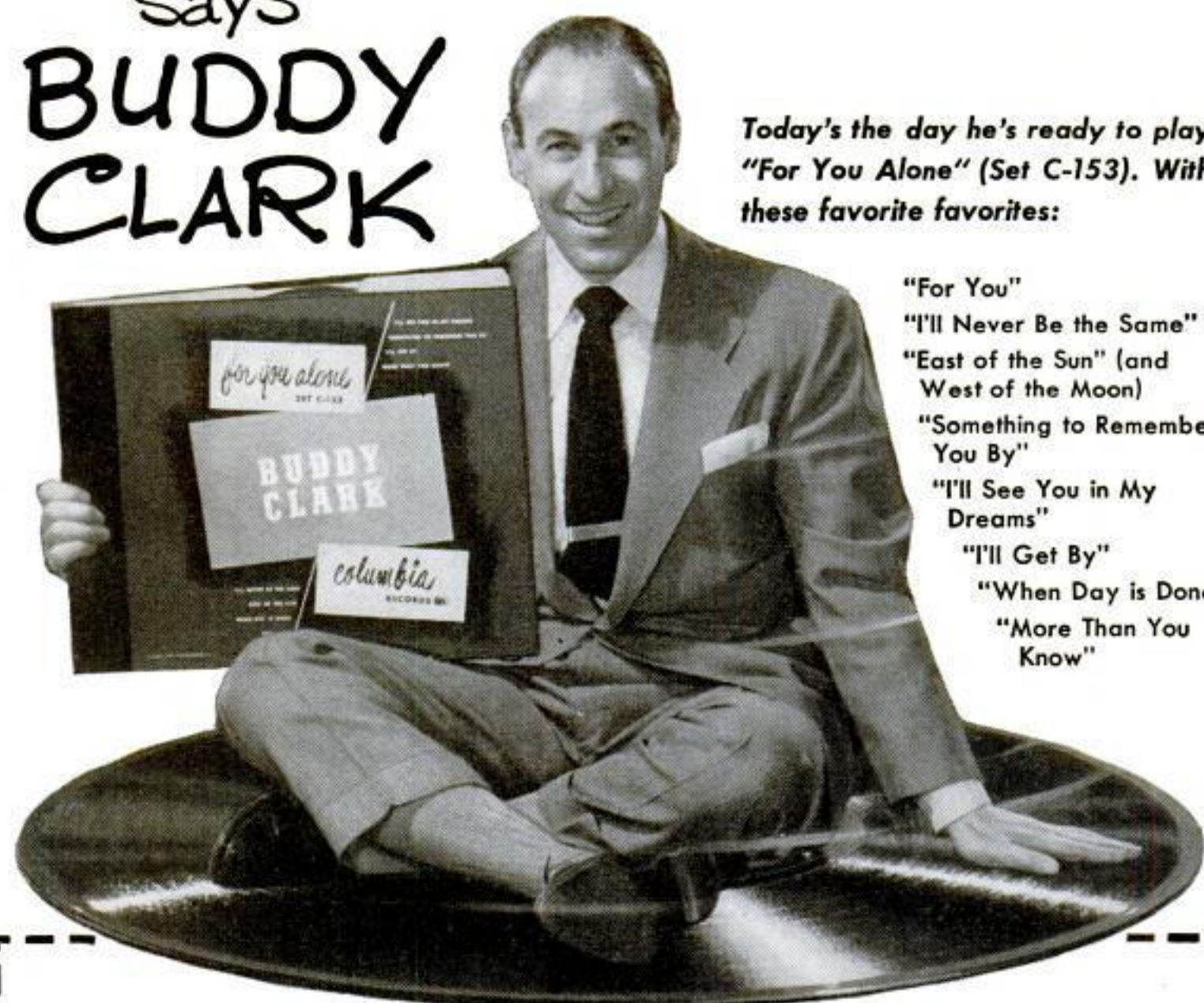
"MISTER ROBERTS"

Fonda and a fine war book provide
the season's richest entertainment

One of the best books written about the war was *Mister Roberts* by Thomas Heggen (LIFE, Oct. 7, 1946), which dealt with the boredom of 167 men aboard a Pacific cargo ship "on its regular run from Tedium to Apathy." Last week in a brilliant dramatization by Heggen and Joshua Logan, *Mister Roberts* was received on Broadway with the critical equivalent of a 21-gun salute. In the title role Movie Star Henry Fonda returns to the stage after 11 years and does a magnificently quiet and hu-

morous job as a lieutenant j.g. who is idolized by the crew and tyrannized by a stupid captain. The play proceeds in a series of rough-talking but poignant episodes from the incident of a nurse's birthmark (it is on her rear end), to an earthshaking shore leave (the crew mistakes the French consulate for a bordello), to a Scotch-making scene (ingredients: iodine, hair tonic), to a heroic end. Faultlessly directed by Co-author Logan, *Mister Roberts* is easily the season's best evening in the theater.

"SPIN ME TONIGHT!" says BUDDY CLARK



Today's the day he's ready to play
"For You Alone" (Set C-153). With
these favorite favorites:

"For You"
"I'll Never Be the Same"
"East of the Sun" (and
West of the Moon)
"Something to Remember
You By"
"I'll See You in My
Dreams"
"I'll Get By"
"When Day is Done"
"More Than You
Know"

THESE ARTISTS RECORD
EXCLUSIVELY FOR

Columbia Records

FRANK SINATRA
DINAH SHORE
HARRY JAMES
FRANKIE CARLE
KAY KYSER
WOODY HERMAN
XAVIER CUGAT
LES BROWN
GENE KRUPA
EDDY DUCHIN

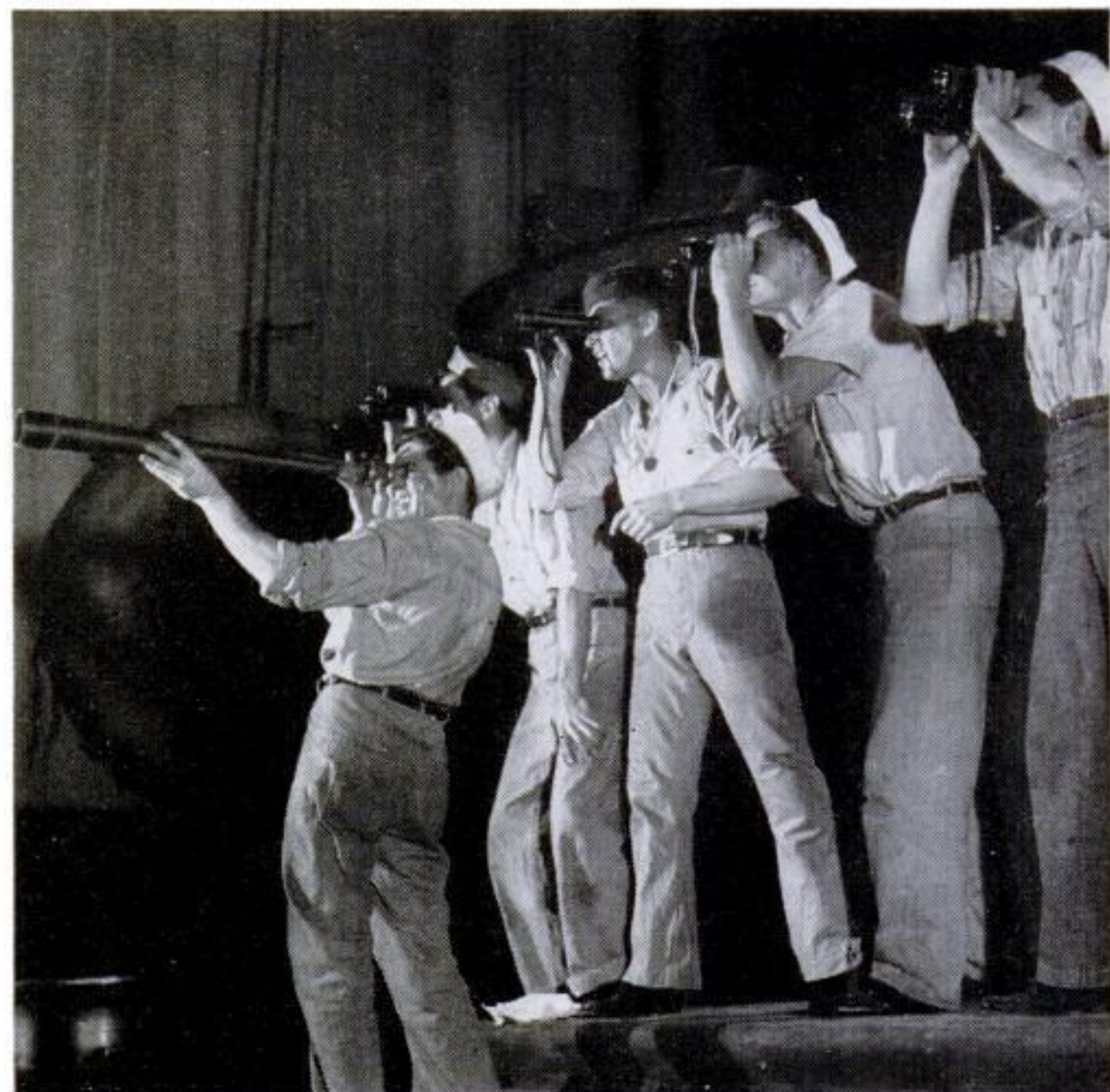
BUDDY CLARK
DOROTHY SHAY
ARTHUR GODFREY
CLAUDE THORNHILL
RAY NOBLE
DICK JURGENS
DUKE ELLINGTON
THE MODERNAIRES
TOMMY TUCKER

ELLIOT LAWRENCE
PEARL BAILEY
TONY PASTOR
CAB CALLOWAY
THE CHARIOTEERS
VICTOR BORGE
GOLDEN GATE
QUARTET
FRED LOWERY

DORIS DAY
JANE RUSSELL
HAZEL SCOTT
HARRY OWENS
ALVY WEST
JANETTE DAVIS
BEATRICE KAY
KAY THOMPSON
MAREK WEBER

Trade Marks "Columbia," and Reg. U. S. Pat. Off.

"Mister Roberts" CONTINUED



THE CREW spies a nurse taking a shower in a window on shore. They stand transfixed with their glasses, their faces radiant, and sigh at what they see.

THE SHIP'S CREW IS ENCHANTED

While cleaning a spyglass, one crew member discovers he can look right into a shore hospital window and see a pretty young nurse taking a shower. He spreads the tidings to the crew and the following dialog occurs. **INSIGNA:** Taking a shower . . . in that bathroom . . . that nurse . . . upstairs window! (*Instantly the others grab binoculars and stand looking out*) . . . **LINDSTROM:** I never seen such a beautiful girl! **MANNION:** She's sure taking a long time in that shower! **WILEY:** Yeah, honey, come on over here by the window! **INSIGNA:** Don't you do it, honey! You take your time! **STEFANOWSKI:** There's another one over by the washbasin—takin' a shampoo. **INSIGNA:** (*Indignantly*) Yeah, but why the hell don't she take her bathrobe off! That's a stupid



THE CRISIS COMES when the nurse overhears crew members betting she is the one with a birthmark on her backside. Horrified, she picks up the glasses,

La Mode
BUTTONS

more needles pass through
La Mode buttons
than any other buttons in the world

Such wonderful buttons! Simple buttons, fancy buttons, finest quality buttons . . . buttons for every conceivable fashion, at every price. Ask for La Mode and you ask for the right thing in buttons. At all fine stores.

B. BLUMENTHAL & CO., INC., 1372-82 BROADWAY, NEW YORK 18, NEW YORK
THE WORLD'S GREATEST SELECTION OF FASHION BUTTONS

CLOVER LEAF
WATER LILY
VENUS
GRILLE



THE NURSE VISITS the ship as guest of lady-killer Ensign Pulver (David Wayne, right) and is viewed with warm interest by Roberts and the crew.

BY A PRETTY NURSE'S BIRTHMARK

goddamn way to take a shampoo! STEFANOWSKI: Ah-hah! WILEY: She's coming out of the shower! . . . Kee-ri-min-nee! LINDSTROM: Aw, she's turning around the other way! MANNION: What's that red mark she's got—there? INSIGNA: That's a birthmark! MANNION: Birthmark! INSIGNA: What do you think it is, wise guy? MANNION: She's sat in some paint! INSIGNA: Sat in some paint! I'm tellin' ya that's a birthmark! . . . WILEY: Aw-w! STEFANOWSKI: (Groaning) She's put her bathrobe on! . . . They're both leaving the bathroom together. LINDSTROM: Hey, there ain't no one in there now! . . . MANNION: Come on, girls, let's go! WILEY: Yeah, who's next to take a nice zippy shower? INSIGNA: They must think we got nothing better to do than stand here!



sees that bathroom is clearly visible from the ship and departs abruptly to put curtains in the bathroom, leaving the crew to mourn their little paradise lost.

CONTINUED ON NEXT PAGE

Dermatologists say
For Hair Beauty:

Pure Castile is the *best* Shampoo

Some of America's leading dermatologists and beauty experts have written many books on hair care—which you can find in public libraries. These authorities state that a pure castile—particularly one with olive oil, is best for your hair.

And Conti Shampoo is made *only* with 100% pure castile and pure olive oil. So why trust your hair to any other shampoo—particularly when Conti is so down-right economical. Buy a bottle of Conti Castile Shampoo at any drug, department or variety store—today!

LABORATORY RESEARCH
comparing CONTI with other
type shampoos gives you these
undeniable results:

**Hair Shampooed with
CONTI**

- ✓ RINSES QUICKLY
- ✓ SETS BETTER
- ✓ HOLDS WAVES LONGER
- ✓ HAS MORE BODY
- ✓ HAS LESS "FLY"



Conti never dries out the hair or scalp
Conti CASTILE SHAMPOO

above all . . . under all . . . DOVE SKIN

*Dove Skin*Undies*

*Reg. U.S. Pat. Off. LUXURAY, NEW YORK 1

Never neglect a needle prick



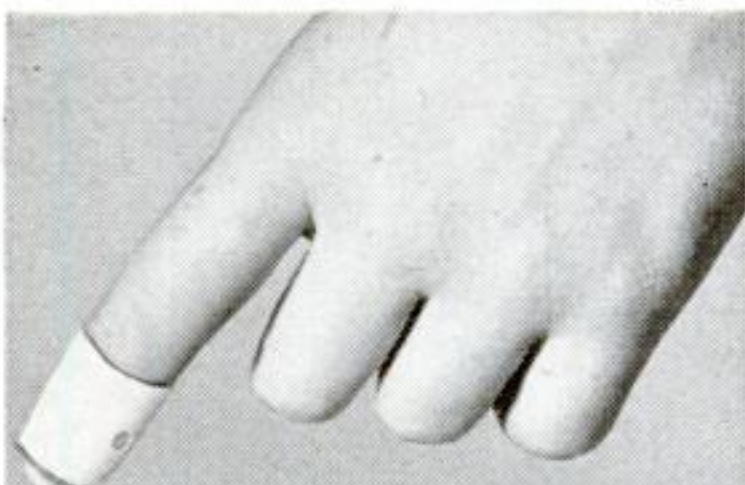
The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID*, the adhesive bandage whose quality you can trust.

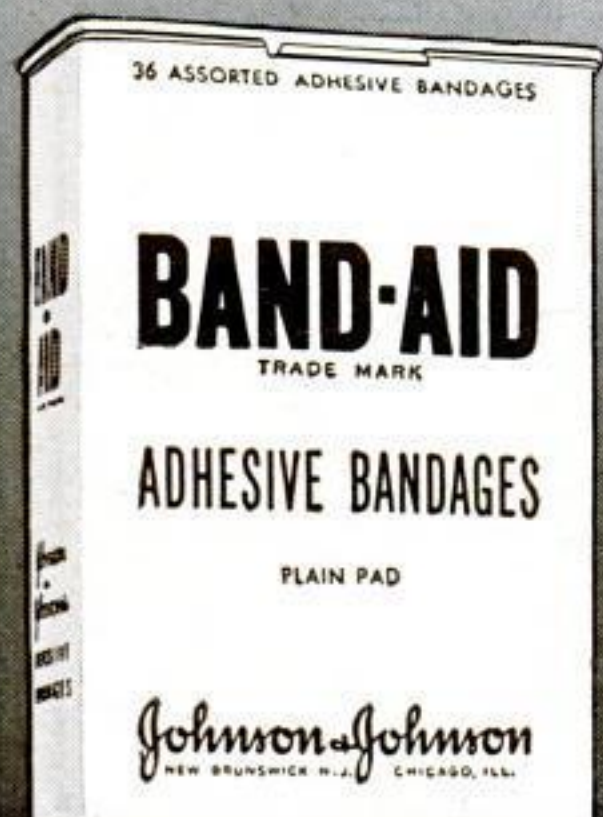
It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

Caution: Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

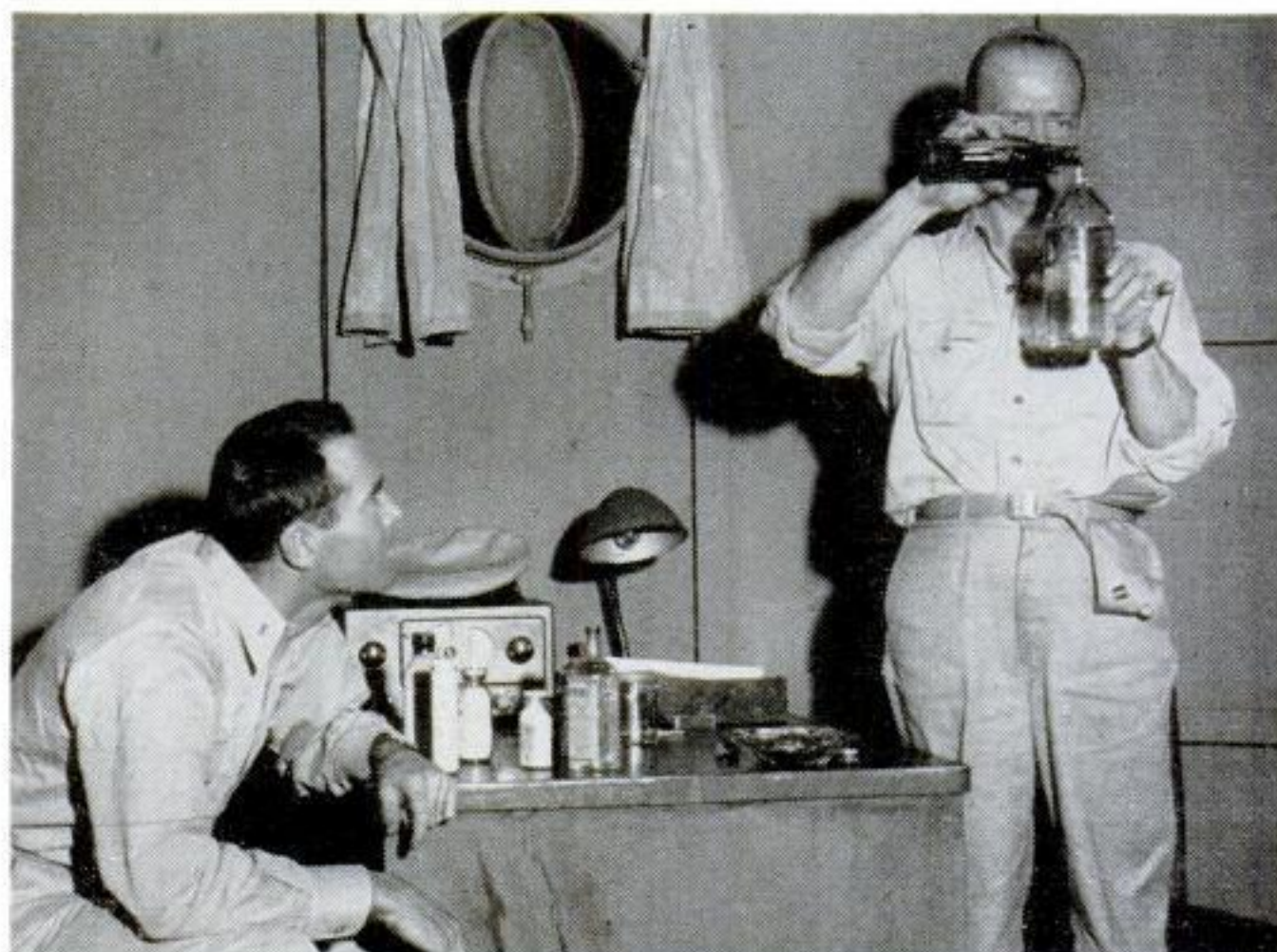


More doctors recommend BAND-AID than all other adhesive bandages combined.



"Mister Roberts" CONTINUED

HOW TO MAKE SCOTCH WHISKY



SCOTCH-MAKING BEGINS when the ship's doctor (Robert Keith) contributes alcohol and colors it with Coca-Cola. "What shade would you like?" he asks. "Cutty Sark, White Label, Haig & Haig?" They pick Johnny Walker.



FOR TASTE the doctor gravely puts in a drop of iodine. For age Mister Roberts says he can supply Bromo-Seltzer, Wildroot Hairset, Eno Salt, Kreml Hair Tonic. "Kreml!" says Doc enthusiastically. "It'll age the hell out of it."



THE FIRST TASTING is a breathless ceremony as each man awaits the others' verdict. "It does taste a little like Scotch," says Roberts. "By God," says Doc, "it does." They give the brew to Pulver to help entertain a girl friend.

REMINGTON USERS!

Get faster, closer electric shaves with new preparation!

● Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face *before* shaving.

"Gives me a cleaner, faster shave"

H. LINDQUIST
Kirkville, Mo.



Lectric Shave helps get rid of shaver-clogging perspiration, smooths down skin, helps save precious minutes.



"Get a closer shave—face feels cool"

CALVERT LITTLE
New Orleans, La.

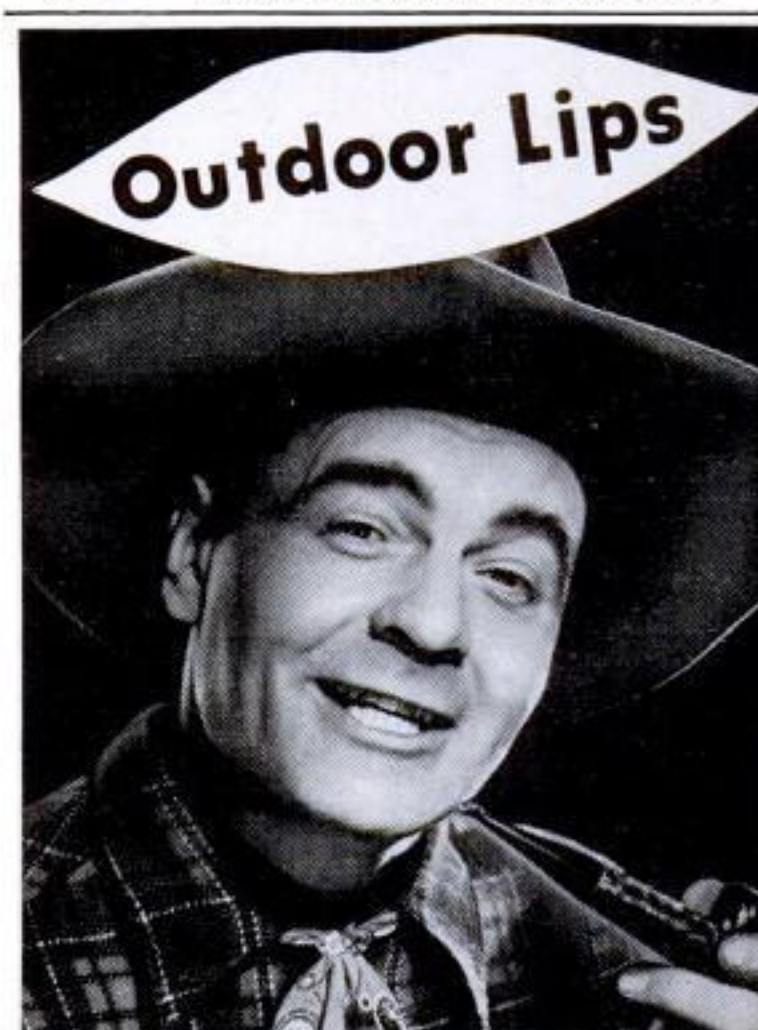
Lectric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Lectric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-3, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



Lectric Shave

Makes electric shaving easier



If you're an outdoor man—it's 'CHAP STICK' for you. Specially medicated, specially soothing for weather-chapped lips. Slips neatly into any pocket—brings swift, longer lasting relief.

'CHAP STICK' is the outstanding lip reparative that helps repair the ravages of sun, wind and cold. And when your lips are cracked and sore, 'CHAP STICK' is doubly helpful: it's the one and only anti-septic lip balm.

T. M. Reg.
U.S. Pat. Off.



25c
U.S. and Canada
KEEPS LIPS FIT

CONTINUED ON PAGE 89

GREAT CONTRIBUTIONS
TO GOOD TASTE



Ice Gave All 48 States a Seashore...

America's early fishermen little dreamed that ice, which drove them off the Atlantic in winter, would some day bring to your table, wherever you dined, all the delicacies of the sea the year 'round.

Today, thanks to refrigeration and fast transportation, a great industry supplies all America with seafood in great and appetizing variety—fresh lobsters, crabs, tender scrod and pompano, shrimp, oysters on the half shell, whatever your favorite may be. Each is delicious—especially when served with golden, brilliant Budweiser. This world-famous beer brings out the flavor of fine food, yet it never loses the distinctive taste that makes it preferred wherever you go.

Budweiser

TRADE MARK REG. U. S. PAT. OFF.



*It lives with good taste
everywhere*



ANHEUSER-BUSCH...SAINT LOUIS

Twin miracles of matchless splendour!



PHOTOGRAPH, RAWLINGE • JEWELS, HARRY WINSTON

REVLON'S

new Lastron nail enamel
and All-Plus lipstick



With the steady plume brush, application
is oh, so easy with either left or right hand!

Up! Up! Up! The soaring lucite plume on the magnificent Lastron bottle symbolizes its *infinite* perfection. For Revlon's new miracle Lastron nail enamel introduces the *charmed* life in wear . . . the *easy* life in application! It dries in split seconds. Ends smearing worries. Matching it in fashion-brilliant genius color, is Revlon's new All-Plus lipstick! Just what the name implies . . . in its rich, silken texture; easy stroke-on, *prolonged* lip beauty!

For the smartest matching lips and fingertips in all the world!

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"Mister Roberts" CONTINUED

STORY OF THE CAPTAIN'S PALM



THE CAPTAIN'S PRIDE is his potted palm awarded him for efficient cargo-loading record. Captain (William Harrigan, above) cherishes his palm but crew hates it as symbol of tyranny, for to get it Captain made their lives plain hell.



"ORDER OF PALM" is given by a grateful crew to Roberts because he had the courage to sling the captain's palm overboard. After months of waiting Roberts, with the crew's help, gets wish and is transferred to a combat ship.



TRIBUTE TO ROBERTS is paid by Pulver at the play's end when Pulver tosses captain's new palm tree overboard. He has just learned that Roberts, finally getting into combat action, has been killed off Okinawa in war's last days.

Campho-Phenique
Helps SOOTHE
AND HEAL
FEVER
BLISTERS



RELIEVE PAIN! COMBAT INFECTION!
That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

APPLY CAMPHO-PHENIQUE QUICK, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

USED BY MANY DOCTORS, dentists and nurses. Ask for "Cam-fo Fen-eeek" at any drug counter. It's soothing and stainless. Popular more than 50 years.

CAMPHO-PHENIQUE

THE PAIN-RELIEVING ANTISEPTIC



ANY LIGHTER
SERVES YOU BETTER WITH
RONSONOL FUEL

Instant-flash Ronsonol fuel burns cleaner, gives more lights per filling. Insist, too, on extra-length, sure-fire Ronson Redskin 'Flints'.

Treat Yourself
to...



candy the
whole family
loves...



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GOODNESS
PURITY
FLAVOR

Established for 73 years

Food keeps
tastier in waxed paper.
Waxed Paper Institute, Inc.

waxed paper
protects
freshness

Smallwaist⁺



flexees^{*}

Waist-diminisher of
incredible comfort.

A delight to all who
wear it... for it nips
the waist to vanishing,
curves hips to soft
roundness... easily,
gently, wonderfully!

FLEXEES

"WORLD'S LOVELIEST FOUNDATIONS"

†T.M. APP. FOR

*REG. T.M.



PLAYFUL MODELS, wrapped in sheets, splash happily about in the warm mineral baths at Arrowhead Hot Springs Hotel. The therapeutic baths, arranged in a series of

sunken tile booths, are fed from underground springs. Sitting in foreground and raising her hand is Barbara Bushman, granddaughter of silent-film star Francis X. Bushman.



THE GIRLS BOIL THEIR EGGS IN "THE WORLD'S HOTTEST SPRING," 202° F.

Life Visits Arrowhead Springs

Hollywood models enjoy steam, eggs and mud

Although they are naturally blessed with plenty of sunshine and cheap orange juice, Californians are notorious for their eagerness to find new ways of keeping healthy. Dotting the state are dozens of spas and resorts which advertise salutary baths, colonic treatments and curative waters. One of the flossiest of these is the Arrowhead Hot Springs Hotel, perched in the foothills of the San Bernardino Mountains, 65 miles east of Los Angeles. Recently six healthy girls from the Dorothy Preble model agency in Hollywood visited Arrowhead for a healthy holiday weekend. During their stay they boiled eggs in the hot springs (above), were daubed with Arrowhead mud (below), basked in underground steam caves and lolled in warm mineral baths containing traces of rare salts. When the baths were opened in 1939 the hotel boasted of the waters' "gloriously beneficial" radioactivity. Remembering Bikini, the spa does not brag about this property any more although its waters are harmless.



MODELS KID THEMSELVES and the stiffly affected postures of their trade beside the scalloped, palm-bordered pool near hotel. Their boss, Mrs. Preble (foreground), remains unimpressed.



MUD BATHS are a virtual ceremony at Arrowhead, where visitors submit to being plastered with a coat of rich, black goo in the hope it will soften their skin. As the hot

mineral springs bubble up from below they churn the earth into a viscous mire which is scooped up in buckets. After the treatment the "patients" are given a soothing massage.

ACE COMBS

of genuine hard rubber



For every member of the family

FOR HIM
(for Junior, too)
No. 492

FOR HER
(for Sis, too)
No. 428

FOR PURSE OR POCKET
(with case)
No. 458

Individually packaged for your protection.

Look for the name "ACE" stamped in gold on every comb.

Nine styles to choose from...in this counter display cabinet at drug and department stores.



A quality product of
AMERICAN HARD RUBBER COMPANY
New York 13, N. Y.



STEAM CAVE, heated to 140°, brings out the girls' mugging talents. While four of them wipe their dripping faces, two pretend to remain calm and cool.



PILLOW FIGHT breaks out after breakfast, which the models had served in bed. Besides modeling clothes, girls sing with college bands, pose for wine ads.



MOCK FASHION SHOW is put on by Elisabeth Kellogg. Holding a flower for a prop, she parodies one of stilted stances she is paid to use on work days.

Enjoy BETTER HEARING!

"Eveready" hearing-aid "B" batteries give more power. Their exclusive construction eliminates waste space! You get better hearing longer through more hearing hours between battery changes! **WAR SECRET!** This rugged, efficient construction made possible the proximity fuse—No. 2 in wartime importance. Today, it helps you get more from your hearing aid! Ounce for ounce, the greatest energy producers—size for size, the most powerful... penny for penny, the most economical, "Eveready" batteries are for sale at your hearing-aid dealer's. Get them by name.

FREE!

Booklet,
"Progress Toward
Better Hearing."
Write Dept. L-45

EVEREADY
TRADE-MARKS
MINI-MAX
HEARING-AID BATTERIES

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

a fact to observe

NEW Alligator Cigarettes
"Air-Washed" to Remove
Excess Tobacco Dust
a Proved Cause of Irritation



ALLIGATOR
Cigarettes
POPULAR PRICED

Your Perfect Sleeping
Comfort Guaranteed

BY THIS *Serta*
"PERFECT SLEEPER"
TUFTLESS MATTRESS AND BOX SPRING

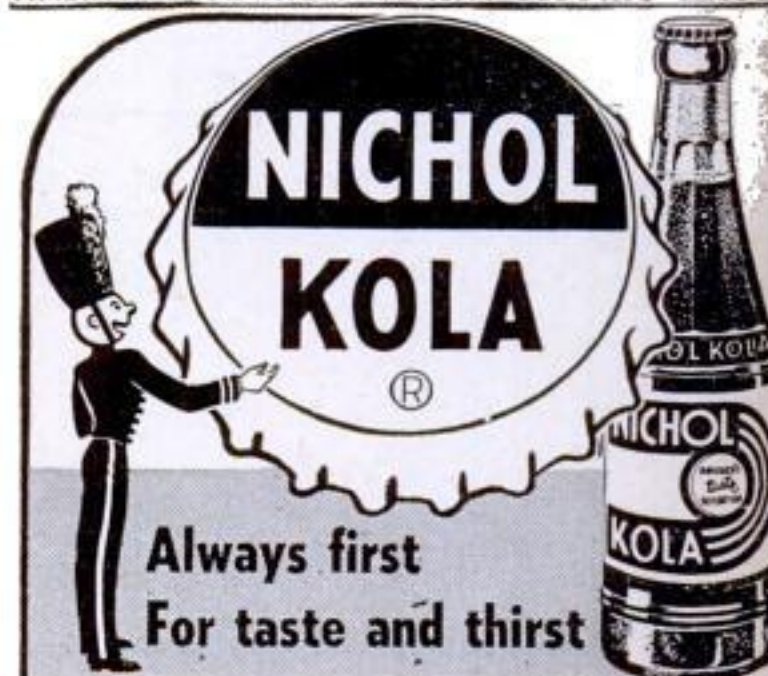
YOU SLEEP ON IT—
NOT IN IT...

- Smooth Tuftless Top
- Exclusive "Ribbon Steel" Coil Support
- Unconditionally Guaranteed!



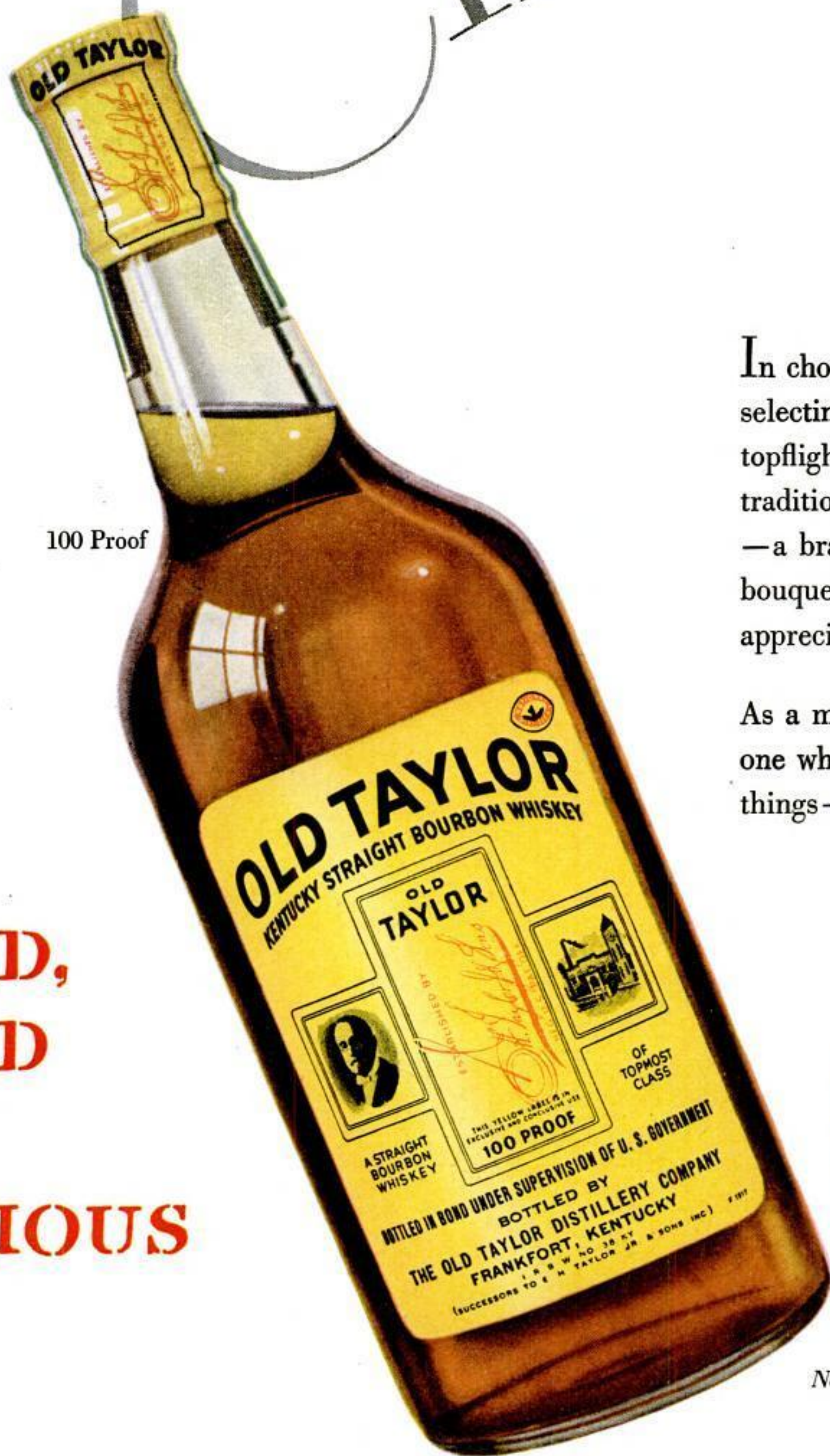
At leading
furniture and
dept. stores

AMERICA'S GREATEST QUALITY BEDDING VALUE!



Always first
For taste and thirst

Of Topmost Choice



100 Proof

**SIGNED,
SEALED
AND
DELICIOUS**

In choosing OLD TAYLOR, you are selecting a whiskey of topmost choice—a topflight bourbon, distilled in the best traditions of Kentucky's fine whiskey making—a brand whose mellow flavor and rich bouquet are appraised with glances of appreciative approval.

As a mark of a discerning host—and of one who is accustomed to enjoy the finer things—make your whiskey OLD TAYLOR.



National Distillers Products Corp., New York, N. Y.

what your doctor
wants you to know
about hormones

the chemical messengers
so important to
health and normal living



Some estrogenic (sex) hormones are produced for commercial purposes as the by-products of brood mares.

The endocrines—more familiarly known as the hormones—have received so much publicity in recent years (particularly the sex hormones) that much public confusion exists about them.

What are hormones? Stripped of technical language, hormones are substances—you might call them “chemical messengers in the blood”—that help co-ordinate the glands into an organized system of activity. Not all hormones are essential to life, but all are needed to maintain good health.

For example, a lack of insulin in the body causes one type of diabetes. When the thyroid does not operate properly, there is an abnormal increase or decrease in physical and mental activity. The growth hormone regulates growth of bone and tissue. Sex hormones in proper balance are needed for normal living and reproduction. The adrenal cortex hormone is necessary to life itself.

The various hormones—and there are a number of them—are often pre-

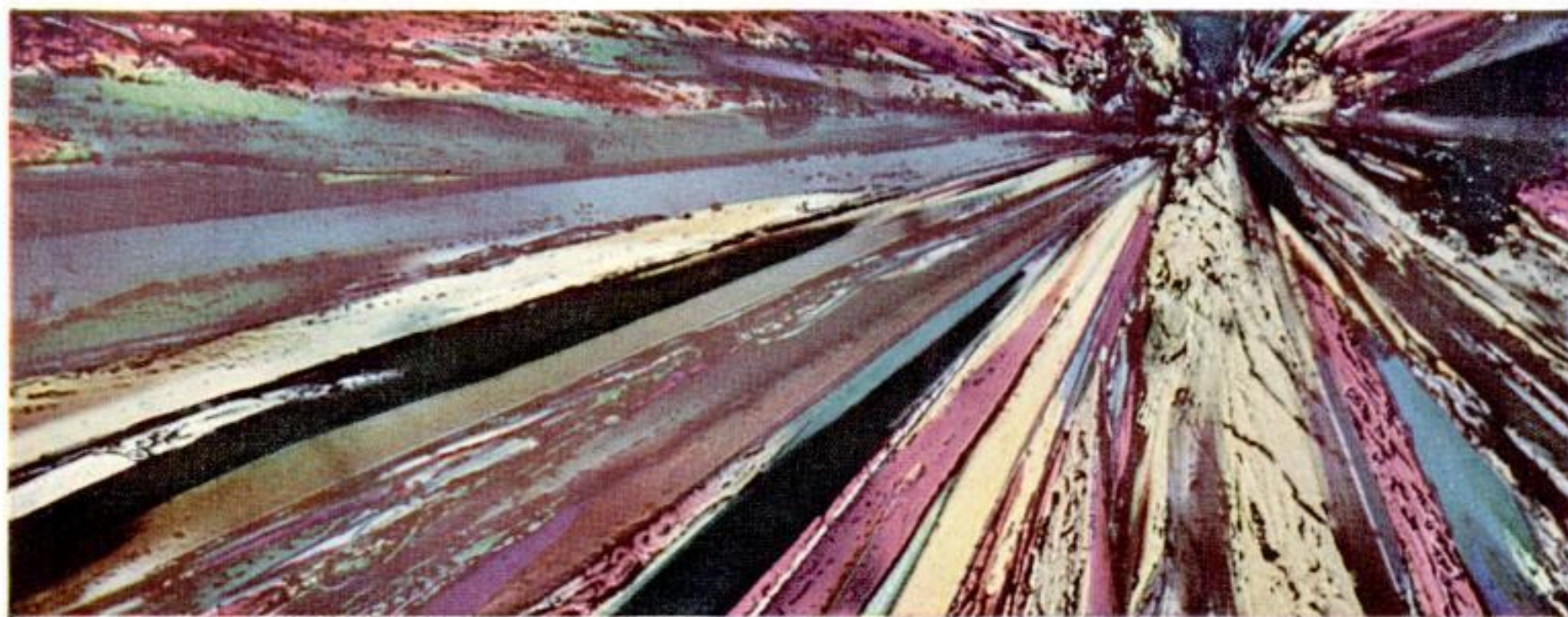
scribed by physicians when there is a need for them in the body. They have a broad and varied field of uses, ranging from the treatment of hormonal sterility, low blood pressure, arresting of hemorrhages, relief of hay fever and asthma, to insulin shock therapy used in certain types of insanity.

In the hands of a skilled physician, hormones are a powerful medical ally. Your doctor is equipped to prescribe the proper hormone in the exact proportions needed. Never, under any

circumstance whatsoever, resort to self-dosage of any hormone. The delicate balance of the body might be permanently disturbed. This is particularly true of thyroid products which are frequently used in reducing drugs and preparations.

Consult your doctor when you are ill. Follow his directions implicitly. Next to your doctor, your druggist is the most important guardian of your health. His skill, knowledge and integrity are always at your service.

Lovely enough for a lady's gown are the clear, beautiful colors in this photomicrograph of the pure female hormone under polarized light.



Rexall Drug Company makes a complete line of superior drug and pharmaceutical products, sold in Rexall stores everywhere

Rexall

DRUGS

YOU CAN DEPEND ON ANY PRODUCT THAT BEARS THE NAME REXALL



PREFERRED for mellow moments

Smooth . . . like an expert skier's Christiania turn.
Mellow . . . like the glow of a winter's fire. No wonder HAMM's is preferred by millions. Its flavor is unsurpassed.

Theo. Hamm Brewing Co., St. Paul, Minn.

Hamm's
Smooth and
Mellow Beer



DOUBLE-HEADED TURTLE NAMED SUPER-DIAMOND, THREE TIMES AS LARGE

TWO-HEADED TURTLE

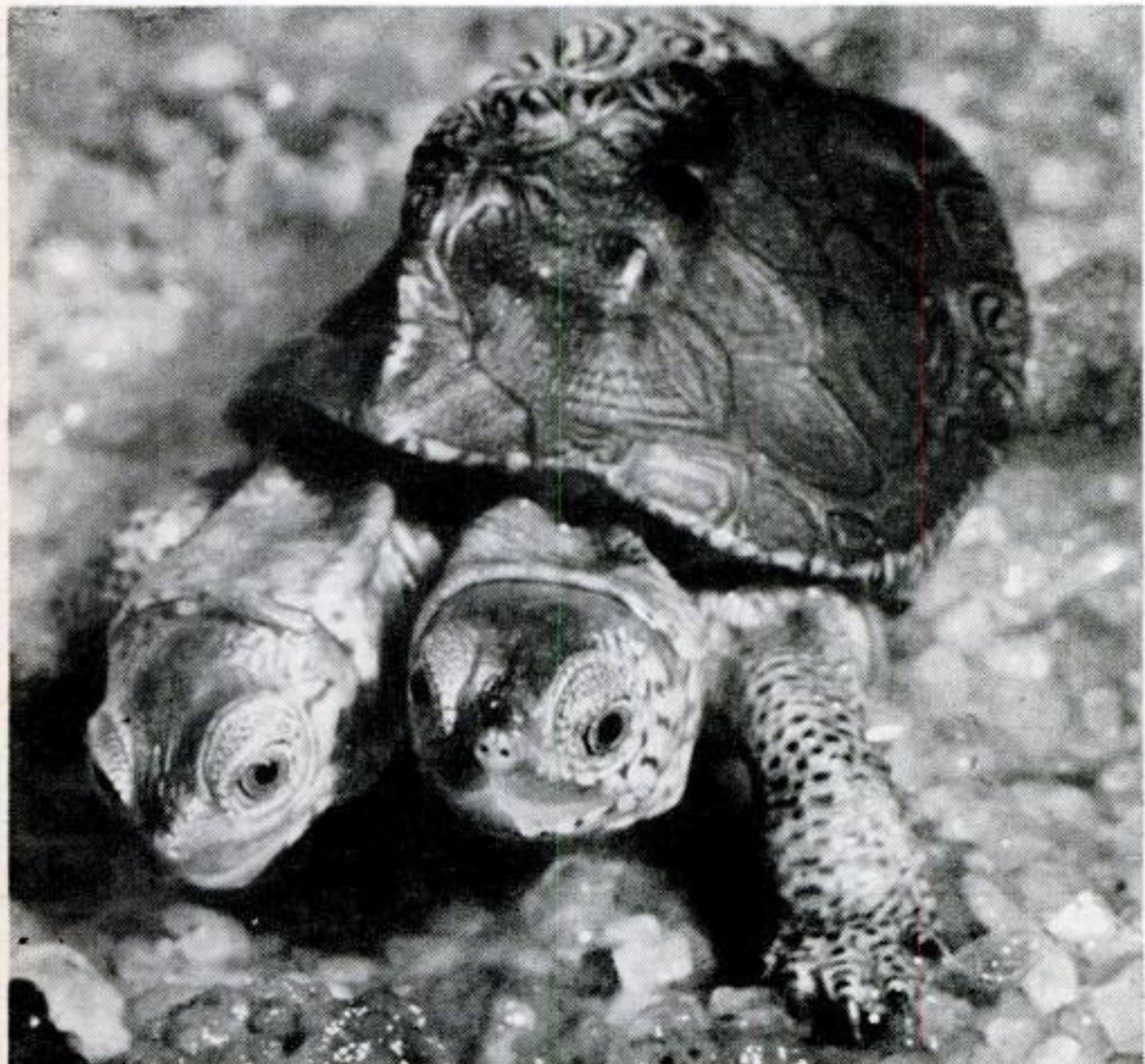
Having an extra mouth to feed brings trouble to a terrapin which lives in Washington, D.C.

The creature above is exactly what it looks like: it is a turtle with two heads. Its double life began last fall when, out of a normal-looking egg in a wildlife station at Beaufort, N.C., hatched a two-headed baby Diamond-back with an extra-thick shell and no tail at all. The turtle was named Super-Diamond and was immediately shipped to Washington, D.C., where it now lives in a glass pool of its own in the aquarium of the Department of Commerce.

Super-Diamond is a troubled terrapin. Each of its mouths tears insects and chopped meat from the other in a fight over which should swallow food for what is presumably the same stomach. Then the heads walk off in opposite directions and the right and left forelegs, struggling and straining to follow, threaten to tear its body in two. The wear and tear of this kind of life has told on the turtle. Today, after five months, it mostly sulks, glaring at the world from its four eyes and never eating enough. In the turmoil of fighting itself, it has swallowed less than is normally needed, and in spite of its gluttony is now only 1¼ inches long.



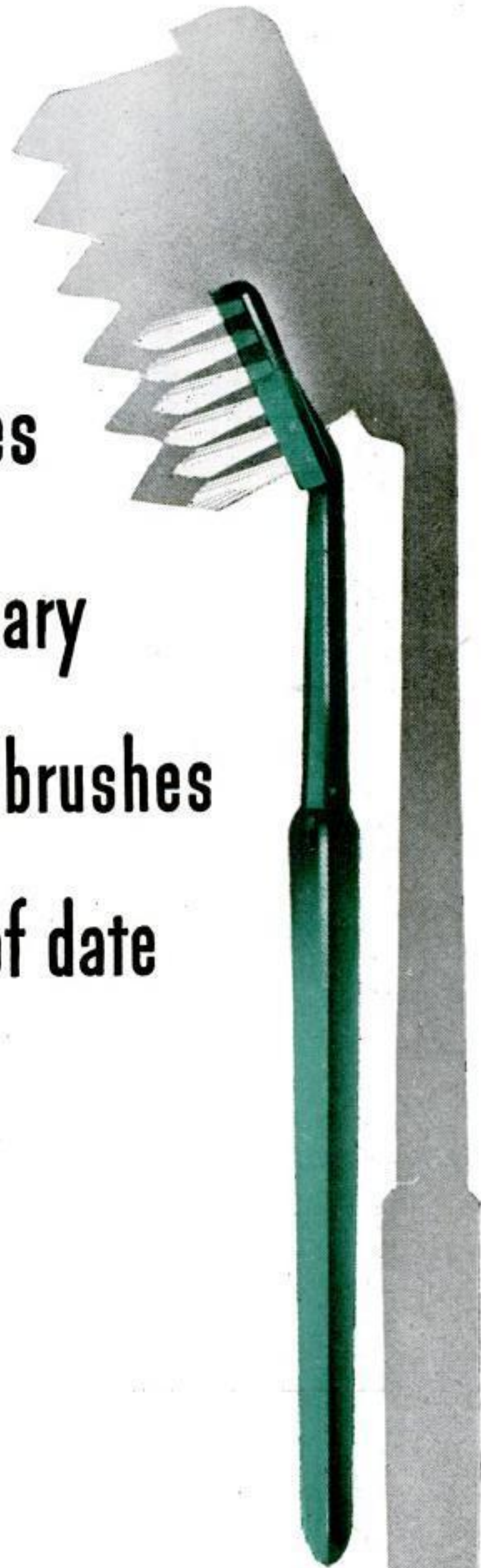
AS LIFE, STRUGGLES TO FREE ITSELF FROM GRIP OF KEEPER'S FINGERS



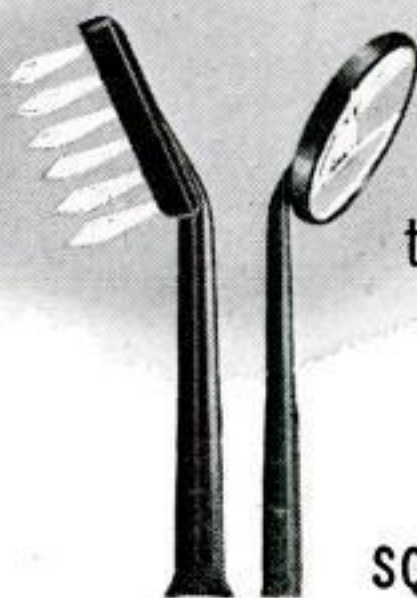
TWO NECKS of Super-Diamond join under its shell. The length of tail helps to determine sex of turtle, but this one, lacking tail, may be male or female.

CONTINUED ON NEXT PAGE

this makes
ordinary
toothbrushes
out of date



SQUIBB ANGLE TOOTHBRUSH



bent like a dentist's mirror
to reach more places

SQUIBB . . . A NAME YOU CAN TRUST



Little Lady

TOILETRIES

FOR FUN AND GOOD GROOMING



Little Lady Go-round

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Two-headed Turtle CONTINUED

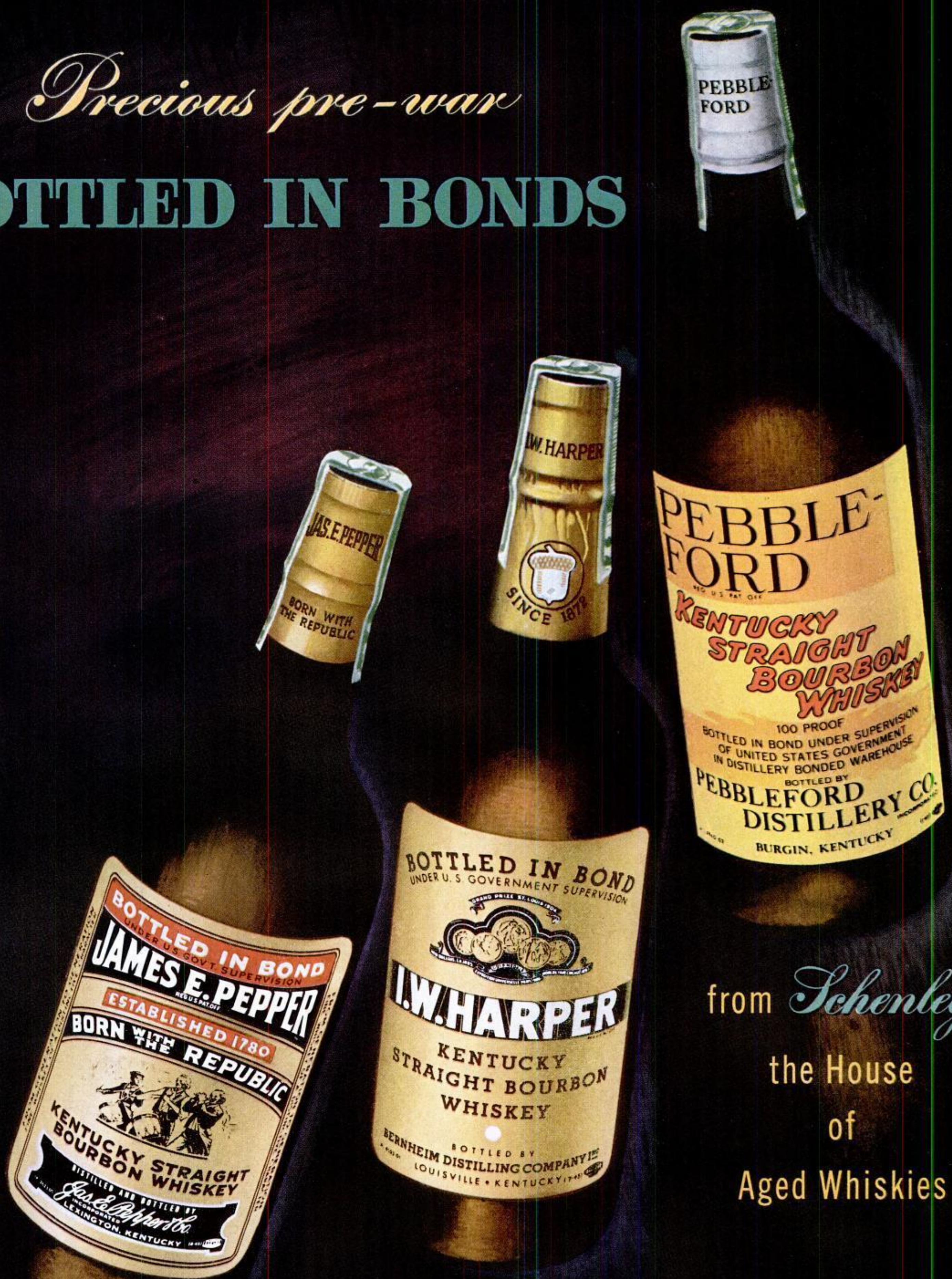


ONE HEAD SLEEPS (left) while the other looks around. Each has separate brain, but the terrapin is unable to walk around when only one head is awake.



FLIPPING OVER, Super-Diamond has trouble manipulating. Two-headed turtles are not unusual, but they die young, rarely surviving more than a year.

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